



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

A blurred background image of a man with a beard, wearing a dark suit jacket over a light-colored shirt. He is pointing his right index finger directly at the viewer. The image is overlaid with teal geometric shapes in the corners and bottom.

ASSISTANT DIRECTOR BUSINESS TRADE AND INVESTMENT RECRUITMENT PACK

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YOUR APPLICATION

Dear Applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

To apply you should submit:

- An up-to-date CV which shows your full career history
- A covering letter explaining why you are interested in this role, detailing how you are a good candidate for this post and how you fulfil the criteria on the Job Outline.

Please note that applications can only be considered if all the documentation is complete. Please send your application with a covering letter by email to the recruitment team (recruitment@cambridgeshirepeterborough-ca.gov.uk). If you would like to discuss reasonable adjustments during the Recruitment process, you can also contact the Recruitment Team.

Applications must be received by **9am Monday 19th February 2024**.

If you wish to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply, please contact me Richard Kenny, Executive Director Economy & Growth, richard.kenny@cambridgeshirepeterborough-ca.gov.uk.

THE RECRUITMENT PROCESS

We are accepting applications until 9am Monday 19th February 2024

We have a two part recruitment process.

We will review applications, and if you have been shortlisted, there will be a stakeholder panel held w/c 26th February. This will be followed by the interview, which will be held either Friday 1st March or w/c 4th March.

The interview will be in person in Huntingdon. We expect the panel to be remote via Teams.

JOB OUTLINE

Role	Assistant Director, Business Trade and Investment
Reports to	Executive Director, Economy and Growth
Grade; Salary	Hay Band 5, £88,703-107,971

Job Purpose

The role will report to the Executive Director for Economy & Growth and has significant strategic, managerial and leadership responsibilities. As the CPCA's strategic lead and expert on business, trade and investment, the responsibilities include securing future devolution 'deals' across these fields to enhance the development and delivery of strategy, plans, programmes and services of the Combined Authority for the future of the area. This will ultimately culminate in a Comprehensive Investment Plan for the Area, made up of short, medium and long term priorities and ambitions, taking account of areas of need and areas of opportunity.

The main purpose of the role divides into three distinct parts, that hold considerable inter-dependencies:

1. Lead and drive inward investment and trade for the region and act as a key lead for inward investment promotional activity with prospective investors, occupiers and developers;
2. Lead and drive business support for the region, securing business development and growth across the region;
3. Lead, develop and deliver sector strategies and plans, across all of the region's priority sectors.

Political Restriction

This post is politically restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside of work.

JOB OUTLINE

Key Responsibilities

- To develop a Comprehensive Investment Plan for the Area and system-wide delivery plan with clear responsibilities and accountabilities across our delivery partners.
- To continuously develop, maintain and deliver an investment pipeline for the CPCA, working collaboratively with the key Constituent Member Authorities, wider partners, including investors, developers and occupiers.
- To lead, develop and deliver priority sector strategies and actions plans across all of our priority sectors, including cluster development plans, establishing strategic collaborations and partnerships and clear delivery systems, developing products and services to market that enable growth.
- To run our Growth Hub and a comprehensive programme of relevant and impactful business support services with an aligned account management support service.
- To support our foundational sectors, retaining and creating high numbers of jobs.
- To identify and develop Single Assurance Framework approved propositions, asks and offers across the business, trade and investment landscape, including the application and development of innovative finance and fiscal measures, to unlock barriers to investment and secure economic growth, including a strategic Business Case for the new Strategic Growth Fund and others.
- To lead on the design, development and management of a relevant comprehensive evidence base that builds from existing foundations and includes specific 'deep dives', cluster mapping, identified geographical priority markets linked to sectors, local plans and land supply, labour markets, FEMAs, etc.
- To lead, develop and deliver a marketing Cambridgeshire & Peterborough approach, embedding internationalisation, marketing and visitor economy activities, including the development of business leadership for these activities.
- To lead on innovation, decarbonisation, supply chain fusion and new technologies and their development, with a view to growing businesses and the wider economy.
- To lead on major bidding opportunities to secure future funding and oversee the strategic development and management of strategic funds.
- To lead on major events, lobbying and campaigns for major priorities, including contributing to UKREIF, MIPIM, and wider 'powerhouse activities, including atlases, prospectuses.
- To develop key targeted inward investment priorities and develop collaborative delivery vehicles to secure major high profile investments.
- To deliver on existing major programmes and funds, such as existing Local Growth Fund projects, Shared Prosperity Funds, Market Towns Programme, Enterprise Zones and recycled funding, Levelling Up Bids and others, and take up of other opportunities such as Investment Zones, Community Wealth Building programme, and providing robust accountability back to UKG and others, as appropriate.

JOB OUTLINE

To support the development of a Combined Authority Innovation plan across Cambridgeshire and Peterborough, with clarity about the MCA interventions to accelerate, diffuse and transfer innovation and knowledge spillovers.

- To work closely in conjunction with the Assistant Director for Skills and Employment to align labour market issues, skills and employment to the work, including targetting specific geographical areas of need as part of wider regeneration and specific cohorts of vulnerable and disadvantaged groups, to realise the opportunities on offer.
- To contribute to the design, development and delivery of economic strategy, key strategic economic plans and their development.
- To work with key central Government Depts, creating opportunities for the Combined Authority to influence and bid for national strategy & funding opportunities, as well as securing new key functions, powers, programmes and collaborations.
- To lead and manage the Trade and Investment and Business Support Teams.
- To represent the CPCA at UK based regional, national and international events.

Person Specification

Qualifications and Knowledge

- Degree or equivalent experience
- Strong commercial acumen
- Strong negotiation skills

Experience

- A minimum of 10 years of experience in public or private sectors working in a leadership and management role.
- Proven leadership skills, with experience managing diverse teams and complex projects.
- Strong stakeholder engagement and communication skills, with the ability to build consensus and manage conflicts effectively.
- In-depth knowledge of trade, investment and business support programme and interventions and best practices in the UK.

Other Requirements

- Acutely politically aware
- Motivated – driven by personal and organisational achievement
- Highly adaptable – to changing circumstances and demands
- Exceptional communicator
- Collaborative – works productively with peers, team and others
- 'Can do' attitude
- Excellent attention to detail
- Embraces and embodies our values (Collaborate, Integrity, Vision, Innovative, Leadership)

ECONOMY AND GROWTH

The Combined Authority's key goal is to drive and improve economic growth across Cambridgeshire and Peterborough. Our Growth Works Service has been established to support businesses with solutions to barriers they may face. With our Business Board, we are committed to helping to create the environment to drive inclusive regional growth. We are continually working with employers to understand their needs and to identify what can be done to boost productivity and prosperity across our region.

- Economic Regeneration & Growth Strategy and delivery including LGF
- Business Engagement and Support,
- Innovation and Growth
- Strategic Development Initiatives
- Sector Strategies
- University of Peterborough

The Cambridgeshire and Peterborough economy has risen to global prominence over the last thirty years, through our unique mix of academia, research and entrepreneurial spirit. It's exciting, but we are at a critical phase in our growth where we need to invest in taking our success forward. We want to drive growth, but not solely in a few small pockets of the region: we believe every part of Cambridgeshire and Peterborough can grow and thrive with the right support.

The vision is to continue to build a globally competitive economy offering high-skilled, well-paid, good quality jobs, delivering increased productivity and prosperity to support resilient and healthy communities.

THE COMBINED AUTHORITY

The Cambridgeshire & Peterborough Combined Authority was established as a Mayoral Combined Authority to make life better, healthier, and fairer for all.

As the authority revises its focus to 2025, much of the original purpose and ambition remains, with increased attention to address post-pandemic areas of deficit and more recent impact of climate, energy, and cost of living crises.

This strategy signals a transition from the original devolution and broad ambition of the Combined Authority to a more focused strategic ambition and defined priority areas enabling a prosperous Cambridgeshire and Peterborough region; one that is more equitable, more environmentally sustainable, and securing good growth for its residents and businesses.

The Combined Authority comprises the seven local authorities (referred to as the Constituent Councils) and the Business Board (Local Enterprise Partnership) for the Cambridgeshire and Peterborough region. Working with Cambridge City Council, Cambridgeshire County Council, East Cambridgeshire District Council, Fenland District Council, Huntingdonshire District Council, Peterborough City Council, South Cambridgeshire District Council and business leaders allows the Combined Authority to convene significant knowledge, expertise and local intelligence.

The Combined Authority and its constituent councils are committed to working together to enable sustainable growth. Partnership working and delivery together with constituent councils, NHS, Integrated Care System (ICS), businesses, community groups and organisations across the region is recognised by the Combined Authority as being pivotal in delivering the ambitions for the area.

LOCATION AND COMMUNICATION



- Cambridgeshire and Peterborough Combined Authority operates an Agile Way of working. This means splitting your time between the office in Huntingdon and working remotely.

- The Office is located on the 2nd floor, Pathfinder House, St Mary's Street, Huntingdon, PE29 3TN. There is public parking a short distance from the offices.

- Discussions with your manager will establish how frequently you may be needed to work in the office, although it is generally expected that you will be in the office around one day per week.

- We have a weekly meeting with all staff invited, led by the Chief Executive and colleagues within the Executive Team. We also have a weekly staff newsletter. This is in addition to the communications that take place within your own directorate and teams.

We have regular all staff events that take place once a quarter, where we come together in the office.

LEARNING AND DEVELOPMENT

We are committed to learning and development in the Combined Authority.

INDUCTION

We hold IT and HR Inductions on Day 1, to enable you to learn more about the Authority on your first day. This is also followed by the completion of some mandatory e-Learning. During your first few months, you will be required to attend a Corporate Induction. You will spend half a day in our office at Pathfinder House, getting to know other new starters and learning more about our organisation.

PROBATION

Once you start with us you will have a 6-month probation period to ensure that you are properly supported as you learn your new job and what is expected of you. We also want to identify any training or development needs you may have and put objectives in place to support you in your role and future career. You'll have regular meetings with your line manager to discuss your progress.

APPRAISALS

We want to ensure that everyone can discuss their performance and development with their manager. During the appraisal, you will receive clear feedback on how you have been doing and set clear objectives for the coming year. The objectives will link to our values and behaviours.

BENEFITS

ANNUAL LEAVE

This is pro-rata'd if you work part-time. The entitlement includes 8 bank holidays.

Length of Service	
Up to 5 years	34 days
Between 5 and 10 years	38 days
Between 10 and 15 years	39 days
Over 15 years	40 days

PENSION

We are members of the Local Government Pension Scheme. You will contribute **from 6.3%** depending on your salary. CPCA will contribute **between 15.3%-18.3%** of an employee's salary. The amount the organisation pays can vary from time to time and is usually reviewed by LGPS every 3 years. To note, where there is a small variance in the organisations rate, this does not affect the amount of pension that an individual would receive as this is set by the Local Government Pension Scheme.

BENEFITS

WELLBEING

We have a comprehensive wellbeing package. This includes access to an employee assistance programme, a network of mental health first aiders across the organization and monthly Mental Health & Wellbeing Meetings where we talk about a diverse range of topics.



Family Friendly Policies including flexible working, occupational maternity, paternity and adoption leave.



24/7 Employee Assistance Program for you.



Learning and Development opportunities to support your career progression.



Payment of professional subscription fees relevant to your role (one per year, after passing probation).



Benefits Provider: we offer a range of Benefits through Vivup.