



## JOB DESCRIPTION

<b>Role</b>	<b>Assistant Director, Business Trade &amp; Investment</b>
<b>Reports to</b>	<b>Executive Director, Economy &amp; Growth</b>
<b>Directorate</b>	<b>Economy &amp; Growth</b>
<b>Grade; Current Salary Banding (04/23)</b>	<b>Hay Band 5 £88,703-107,971</b>

### 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:

- 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;
- Lead and drive business support for the region, securing business development and growth across the region;
- 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.

### 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.
- 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)