



Role profile

Role title	Growth Programme Lead
Corporate directorate	Economic Growth and Development
Service	Economic Growth
Grade	M
Reports to	Head of Economy, Skills and Culture
Version	1.0
JE code	005207

Approving manager	Head of Economy, Skills and Culture
Date	November 2018

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Cornwall Council's Growth Programme is part funded by the European Regional Development Fund and European Social Fund

Role purpose

Working to ensure that Cornwall and the Isles of Scilly (CIoS), the only Less Developed region in England, are able to deliver the objectives and targets set out in the England Operational Programmes for EU Structural Funds and the CIoS Integrated Territorial Investment (ITI) Strategy. The role holder will lead multiple teams that will:

- develop strategy to support the delivery of the programme's aims and objectives.
- use local information and intelligence to ensure the programme responds to changing needs.
- support the development of Programme-wide Cross Cutting Theme information
- build on existing capacity so as to provide high quality publicity and promotion of EU funded projects and outcomes.

Dimensions

Annual financial accountability

Direct budget of £650,000 pa including people resource together with accountability for the allocation and commissioning of elements of programme activity with additional strategic input into economic programming totalling circa £800m, including EU funding, match funding and private sector investment.

Management accountability

The role holder will indirectly manage 17 posts as detailed below. The roles are part funded by the European Regional Development Fund and European Social Fund. For ERDF and ESF technical assistance funded staff, the structure of the Economic Growth Service more clearly differentiates the roles and responsibilities of key identified staff. This will ensure that Cornwall Council provides a reliable technical and coordinating function with clear accountabilities linked to Technical Assistance support.

The role holder will indirectly line manage the posts below for the percentage of time those attributed to supporting the Cornwall and Isles of Scilly Growth Programme.

- Economic Intelligence Lead
- Economic Analyst
- Senior Economic Growth Officer
- Economic Growth Officer
- Assistant Growth Officer
- People and Prosperity Manager
- Employment and Apprenticeships Officer
- Senior Skills Officer
- Inclusive Growth Officer
- Performance and Compliance Specialist
- Performance and Compliance Technician
- Communications Officer
- Communication and Engagement Manager
- Engagement Lead
- Business and Innovation Manager
- Innovation Officer
- Local Enterprise Partnership Executive Assistant

Accountabilities

Cornwall Council is a dynamic organisation and the particular duties and accountabilities may vary from time to time without changing the general character of the role or the level of responsibility entailed. Individual objectives will be agreed via the PDS appraisal process

Manage the CIOs programme team and project funded by EU programmes to assist in the strategic and locally tailored delivery of EU funding through:

Integrated Territorial Investment Delivery

- Ensure that the EU Structural and Investment Funds allocated to the Less Developed Region are effectively delivered.

EU Growth Programme Communications and Publicity

- Build upon the existing ESF and ERDF communications functions in Cornwall and the Isles of Scilly, which have a long track record of effective EU programme communications,
- Provide an integrated promotional and publicity function for the Less Developed Region
- Ensure synergy with the other opportunities for economic development funding that will be made under the auspices of the ITI including other local and national funding, CIOs LEP's Strategic Economic Plan and Cornwall and the Isles of Scilly's Growth Deal, where eligible for ERDF and ESF support.
- Ensure all multi-fund EU Growth Programme activity provides compliant recognition of the contribution of individual funds

Local intelligence and fund integration

- Put in place tools and systems that are specific to the Less Developed region and the multi-fund opportunities presented by the ITI and add value to activity proposed by the Managing Authorities.
- Develop and implement local systems that ensure that the ITI and project applicants have access to the latest local intelligence
- Develop and implement tools that help potential applicants prepare projects that meet core objective related to environmental sustainability.
- Ensure programme intelligence is used to inform the development of calls, identifying areas of best practice and assessing the impact of fund integration.
- Ensure activity will be carried out using partner capacity and commissioned expertise where necessary.

Corporate accountabilities

Information security and governance

Manage information in line with the Council's policies, procedures and guidance on subjects such as Data Protection, Freedom of Information, confidentiality, information security and sharing, the information lifecycle and data quality, to ensure compliance and efficient and effective information governance

Safeguarding

Maintain awareness of Council policies and practices regarding the safeguarding of children, young people and/ or adults who may be at risk. Report concerns/ allegations in accordance with corporate guidance and procedures

Equality & Diversity

Work to eliminate unlawful discrimination, harassment and victimisation and report incidents as they occur. Treat everyone with dignity and respect and ensure individual's needs are met. Challenge inappropriate behaviour and language constructively, advising on alternatives so the opportunity for change can be

considered

Customer Experience

Drive to continually improve customer satisfaction and maintain a clear and consistent focus on delivering outstanding customer experience

Health, Safety and Wellbeing

Contribute to the management of health and safety risks and the creation of a positive health and safety culture to safeguard the health, safety and wellbeing of yourself and others. Understand your health and safety responsibilities and comply with council policy and procedures

Key objectives

Policy

- Advise ITI Board partners on local evidence and insight based policy and call development
- Lead Growth Programme policy development and review, including the CIOs ITI Strategy
- Coordinate ITI Board support for call development, based on strategy, evidence and monitoring
- Lead on coordination with opt-in organisations to help develop ESF grant applications
- Lead on partner engagement on Growth Programme policy development
- Coordinate local partner support to ITI Board
- Manage alignment of Growth Programme to national and EU opportunities and policy
- Manage alignment to other local and national match-funding sources

Communications

- Lead Growth Programme communications
- Manage Website and social media
- Lead public presentations and coordinate information on the Growth Programme including newsletters, press releases and media liaison
- Produce case studies of investments and themes
- Lead events co-ordination
- Continuously raise awareness of opportunities for EU funds
- Capture investment progress (videos, photography, etc) for programme legacy
- Capture baseline information in order to demonstrate impact of communications
- Use policy and intelligence in order to prepare and publicise performance data
- Meet with all new projects to support publicity and communications requirements
- Manage and promote co-operation, networking and exchange of best practise

Intelligence and Cross Cutting Themes

- Analyse data on project delivery to inform ongoing evaluation and development of policy/calls
- Manage and co-ordinate programme research and feasibility work to ensure alignment and avoid duplication
- Advise ITI Board on fund integration intelligence
- Provide expertise and input to England-wide evaluation plans, ITI evaluation and monitoring to support ongoing monitoring, programme awareness and overall evaluation.
- Advise ITI Board on identification of programme evaluation priorities for the LDR
- Ensure cross cutting themes are embedded into calls and monitored throughout

delivery

Competencies and other requirements

We use the following criteria below to assess your suitability for the role; please refer to the recruitment & selection column to establish at which stage the criteria are assessed. Requirements assessed at the 'Application' stage represent the minimum essential requirement for shortlisting purposes

Behaviours	Recruitment and selection
<p>Working together</p> <p>You understand and focus on customer satisfaction and work well with colleagues and partners.</p> <ul style="list-style-type: none"> • You deliver exceptional customer service – you understand and are attentive to the needs of your customers • You listen to the views of others and seek them out • You support and show consideration for others • You work well with colleagues and partners and acknowledge the different ideas, perspectives and backgrounds of others • You are committed to the protection and safeguarding of children, young people and vulnerable adults • You share information and expertise with others • You are honest, you respect and you build relationships of trust • You share your achievements and acknowledge the achievements of others 	<p style="text-align: center;">Interview And Application</p>
<p>Resourceful</p> <p>You apply expertise, solve problems and make improvements to deliver the best possible customer outcomes.</p> <ul style="list-style-type: none"> • You plan and organise your work and manage your time effectively • You gather relevant information, analyse it and make timely informed decisions in the course of your work • You are flexible and adaptable • You respond constructively to change • You demonstrate financial awareness relevant to the job you do • You use your initiative and are creative in problem solving • You deliver results and demonstrate commitment to serving customers 	<p style="text-align: center;">Application</p>
<p>Personal responsibility</p> <p>You take responsibility for your work, your environment and your development.</p> <ul style="list-style-type: none"> • You are trustworthy and reliable • You pay attention to your own health, safety and wellbeing and that of others 	<p style="text-align: center;">Application</p>

<ul style="list-style-type: none"> You acknowledge errors, report them as appropriate and play your part in addressing them You appropriately challenge unhelpful behaviour You seek feedback and review your own contribution You are open to change and improvement You take responsibility for your development You are enthusiastic about and take pride in your work You act as an ambassador for the Council to our customers 	
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Knowledge, skills & experience	Recruitment and selection
Demonstrable, substantial and high level experience of economic development and/or EU programme management and development agendas	Interview And Application
A substantial understanding of the economic and social conditions in Cornwall and the Isles of Scilly to effectively undertake the responsibilities allocated to the post	Interview
Demonstrable specialist experience of developing economic development/EU Programme policy	Interview
Demonstrates political awareness and proficient experience of engaging with councillors, MPs, MEPs and civil servants in formal meetings, informal situations and one to one	Interview And Application
Demonstrates sound experience of working in and developing effective partnership with public, private and voluntary bodies and individuals	Interview And Application
Extensive experience, skills and abilities of report writing – to include committee reports, business plans, strategy documents	Application

Other requirements	Recruitment and selection
Relevant degree or equivalent professional qualification, project management or experience in a relevant field to a standard necessary to undertake the responsibilities allocated to the role.	Application Form
Ability to attend out of hours meetings and events	Application Form
This position is subject to a criminal records disclosure check	NO
This is a politically restricted position	YES

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This role has an agreed percentage of time attributed to supporting the Cornwall and Isles of Scilly Growth Programme (ERDF and ESF).

*Percentage of role supporting the Growth Programme – **100%***

*Percentage of role supporting ERDF **50%***

*Percentage of role supporting ESF **50%***



European Union
European Structural
and Investment Funds



CORNWALL &
ISLES OF SCILLY
GROWTH
PROGRAMME

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