

JOB DESCRIPTION

Job Title: Regional Programme Lead
Job Level: Level 3
Reports To: Director of Programmes
Date Reviewed: July 2020

About Be the Business:

Having been asked by the chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield brought together some of the brightest minds in UK plc to approach the problem in a different way.

The "How Good Is Your Business Really" report called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie Be the Business was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

Job Purpose:

Regional Leads play a key role across Be the Business taking responsibility for co-ordinated development and delivery of the regional proposition and plans. Work with the Director of Programmes to on-board regions, manage stakeholders, deliver against plans agreed with Partners. Responsible for working closely with Programme team, Partnerships team and comms and marketing to ensure Be the Business is taken to the regions in an effective manner. Co-responsibility of key targets, agreeing KPIs with each region. Be the purveyors of best practice and support innovation of products and development of learnings and best practice.

Key Responsibilities:

- To engage Senior leaders and develop partnership relationships across the eco-system (LEPs, Growth hubs, Local/combined Authorities, Universities, Membership & Trade bodies, private sector groups & networks)
- Successfully pitch, generate and on-board trailblazers and regions putting in place partnership agreements, KPIs and delivery plans. Develop KPIs that help deliver BtB reach, engagement and participation measures
- Lead on the development of partnership MOUs and regional delivery plans
- Work in cross functional teams to ensure successfully delivery of BtB regional proposition – providing deliverables in line with co-produced regional plans and priorities across campaign, regional leadership and programmes
- Provide requirements and insight for regions and requirements across BtB to support delivery of regional offer
- To successfully lead the implementation of BtB regional proposition within the region(s)
- To develop regional insight, highlight best practice, take part in innovation and development of best practice

- Actively contribute to the continued development of content of the Eco-system toolkit
- Work with other regional leads to manage integration and sharing across regions and management of impact and dependencies on internal teams
- Create stakeholder engagement plans with Director of Programmes, Fellows and SME regional Ambassadors to bring the voice of Be the Business into the regions
- Responsible for day to day and project management of delivery of implementation plans including planning, risk management, issue management

* Please note this is not an exhaustive list of responsibilities and may be revised from time to time as per business needs.

Skills / Competencies Required:

- Programme Management across complex landscape
- Senior Stakeholder Management
- Comprehensive knowledge of Business Support eco-system
- Experience delivery Business Support programmes
- Alignment with BtB Values