

## **Be the Business Cornwall Hospitality programme Programme Manager**



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**Based:** Cornwall (tbc)

**Length of Contract:** 12 months fixed term, with a view to extend

**Hours:** Full time, will consider part-time

**Salary:** Competitive

**Benefits:** Employer matched pension

**Start date:** Asap

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### **The Opportunity**

*Be the Business* is the brainchild of the Productivity Leadership Group (PLG); a productivity movement which aims to place the productivity issue on the agenda of every UK-based company, inspiring businesses to be the best they can be, providing practical tools to assist them and being a catalyst for change. At the heart of *Be the Business* is a view that businesses can – and should – learn from one another, and that sharing the expertise of high growth businesses can catalyse growth in others, driving long-term prosperity and competitiveness of the UK.

We are building this movement largely through a place-based approach. In 2018, our intention is to run 2-3 flagship pilot programmes each in a different place/region. These pilots will help *Be the Business* build an effective and scalable offering for SMEs across the UK, while at the same time starting to mobilise, engage SMEs and improve productivity in these regions.

Be the Business and Visit Cornwall have teamed up to launch a pilot programme with the aim to engage and work with businesses of all sizes across the county to improve productivity across the hospitality sector. Hospitality business in Cornwall have a great opportunity to learn from each other and other successful businesses across the UK and beyond.

Improving firm level productivity has been identified as pivotal to getting businesses across the sector to raise their game, whilst at the same time aiming to help neutralise challenges posed by increasing pressures from rising costs, staff shortages, low wages etc.

The pilot will play a role in the development of *Be the Business*' offer, the creation of a self-sustaining business movement in Cornwall for Hospitality and help build a national programme of improvement for Hospitality firms across the country.

*Be the Business* is an evolving and growing movement for change and our project in the Cornwall is our first Flagship programmes. This is a unique opportunity to join a purposeful organisation hungry to make a positive impact on Hospitality SMEs in Cornwall. This is just the start!

For more information [click here](#)

### **Job brief**

We are looking for a Programme Manager to organise and coordinate the Be the Business Cornwall Hospitality programme. This person will coordinate and manage the running of the activity across Cornwall, track and evaluate performance and help build out the *Be the Business* offer.

## **Purpose**

To identify, develop and work with partners to deliver key flagship programmes. Trial interventions to boost productivity, analyse effectiveness of interventions and identify which projects can be delivered to scale.

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## **Key areas of responsibility**

- **Programme build and delivery**
  - Manage the recruitment of SMEs in the region
  - Manage the design and delivery of the programme from start to finish:
    - Understand and determine our target audience and ways of targeting
    - Define the roadmap
    - Delivery of interventions that appeal to our target businesses (workshops, masterclasses, online communities etc.)
    - Evaluation of intervention
  - Manage delivery of programme through key partners
  - Monitor impact and effectiveness of the programme through data collection and reporting
  
- **Relationship Management**
  - Engage and motivate participating businesses
  - Embed oneself in the business community in Cornwall (attending events, meeting regularly with businesses etc.)
  - Be the main point person for participating businesses
  - Listen actively to our SMEs and continually feed back to the wider team
  - Feedback suggestions and learnings to Programme Lead to shape programme build
  - Provide regular communications to engage wider team
  
- **Seeing the bigger picture**
  - Identify and suggest ways to improve and mature the programme
  - Feed thinking into broader strategy to help replicate and scale programme across the UK

## **Skills needed**

- Self-starter attitude - takes initiative and enjoys getting stuck in
- Ability to analyse information and feel comfortable adapting the plan
- Project management & implementation skills
- Excellent organisational and time management skills
- Excellent communication/interpersonal skills
- Ability to build and maintain relationships with SMEs
- Ability to engage key stakeholders and build credible relationships
- Ability to manage key partnerships
- Ability to facilitate workshops, events etc.
- Evaluation and analytical skills
- Happy to work autonomously and a good team player
- Passion for driving business change
- Passion for Hospitality, Cornwall & regional success
- Based in Cornwall & ability to travel easily across the county