

## ***Be the Business* North West Family business programme**

### **Programme Manager**

**Based:** North West (tbc)

**Length of Contract:** 12-18 months fixed term, with a view to extend

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

**Salary:** Competitive

**Start date:** Asap

#### **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 the North West Business Leadership Team have teamed up to launch a pilot programme with the aim to engage and work with family businesses of all sizes to improve productivity across the region. Family firms have a unique set of strengths, led by a commitment and passion for long-term success, innovation and a sense of responsibility for the wider community. Our belief is that in supporting these firms with their development, by infusing their personalised approach to the day-to-day running of the business with transformative leadership and management strategies, family run businesses can be a model for excellence.

The pilot will play a role in the development of *Be the Business*' offer and the creation of a self-sustaining business movement in North West for family businesses.

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

#### **Job brief**

We are looking for a Programme Manager to organise and coordinate the *Be the Business* North West programme. This person will coordinate and manage the running of the activity across North West, 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.

## **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 the North West (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 & experience**

- Passion for driving business change
- Ability to engage key stakeholders and build credible relationships
- A strong understanding of customers' needs and an ability to assess programmes from their point-of-view.
- Excellent negotiation and interpersonal skills.
- An ability to manage the expectations, demands, and priorities of multiple internal and external stakeholders.
- Excellent analytical, organisational and communication skills.

## **Education / Qualifications**

- Degree level or equivalent