



Role Specification

Communities Project Manager – Hospitality sector

Based: London (can be flexible)

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

Hours: 4-5 days

About Be the Business

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Having been asked by the Chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, Chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that 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 and Chief Executive Tony Danker, Be the Business (BtB) 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.

More details about Be the Business can be found on our website:

<https://www.bethebusiness.com>

About Our Business Improvement Networks

The core thrust of our networks programmes is peer-peer networking, or what we like to call by business, for business. These interventions are key to us as they build on the core insight that people engage with best practice better when it is from "people like me doing things I can do". Peer to peer interventions also show the promise of being more scalable and sustainable than those that require input or delivery through a third party, we are interested in developing interventions that the business community can own and drive themselves once they have been proven.

Our network activity is formed of two key elements:

- The design, development, assessment and continuous improvement of business to business interventions and activities that drive improvement for SMEs across sectors, regions and industries.
- The development and feeding of a community with great curated and created content that drives inspiration for those who just need that added impetus to improve, as well as acting as a recruitment tool for the interventions above.

Those interventions that prove powerful and scalable will be moved into 'programmes' that run at multi region or national scale. Over the last year Be the Business has been running a pilot programme for networks in Cornwall for the Hospitality businesses. The aim of the pilot is to engage and work with businesses of all sizes across the county to improve productivity across the

hospitality sector. 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. Learnings from this pilot plays a significant role in the development of *Be the Business*' offer to help build a national programme of improvement networks for Hospitality firms across the country.

About this role

We are looking for a programme to lead, deliver and coordinate the deployment of the successful *Collaborative Networks* activities for the relevant sectors across the country ensuring the overall growth of *Be the Business*'s impact and national footprint. In 2019/20 our plans for national scale-up will focus on the Hospitality sector. The role will include building relationships and managing key partners, organising and running activities, tracking and evaluating performance among other things.

Programme build and delivery

- Own, lead and shape our national scale-up projects on behalf of *Be the Business* starting with the Hospitality sector to start.
- Draw up the project plan and manage its execution:
 - Understand and determine our target audience and ways of targeting
 - Identify and establish partnerships for delivery
 - Define the roadmap
- Manage delivery of programme through key partners
- Manage the governance of the project included chairing regular project meetings and updating stakeholders.
- Define scope and manage programme budget
- Responsible for recruitment of SMEs and Scale-up targets.
- Evaluation of interventions by monitor impact and effectiveness of the programme through data collection and reporting

Relationship Management

SMEs

- Engage and motivate participating businesses
- 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 Pilot leads to shape further scale up
- Provide regular communications to engage wider team

Partners

- Develop partnership approaches for the hospitality scale-up, identifying key potential partners and a route to bringing them on board with BtB
- Manage the relationships with partners to deliver the most value for *Be the Business* and the businesses engaging in the programme
- Manage the governance of the project included chairing regular project meetings and updating stakeholders

Be the Business team

- Feedback suggestions and learnings to Pilot leads to shape further scale up
- Provide regular communications to engage wider team

Seeing the bigger picture

- Identify and suggest ways to improve and scale the programme further
- Feed thinking into broader strategy to help replicate and scale programme across other programmes and regions

General

- Travelling across the country (including overnight stays) as required, to run events etc.
- Attending events and conferences as required, to gather intelligence about our audience and their needs

Skills needed

- Significant experience of setting up and running projects.
- 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.
- Happy to work autonomously and a collaborative team member.
- Self-starter attitude - takes initiative and enjoys getting stuck in.
- Alignment with BtB values

Education / qualifications

- Degree level or equivalent