**Manchester Growth Company**

**Role Profile**

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| **Job Title:** | Digital Creative and Technology Team Leader | **Date:** | 21 September 2015 |
| **Reporting Line:** | Digital Growth Manager | **Job Level:** | 14 |
| **Department:** | Business Growth Hub | **Business Area:** | BSBF |

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| JOB PURPOSE |
| To support and deliver high quality advice to Creative Digital and Technology companies, in line with internal and external requirements. This role involves ensuring that the services delivered have maximum impact for the growth potential of client companies, supporting Greater Manchester to benefit from these high growth sectors It also requires that that any risks to project delivery are identified and as far as practicable mitigated and that the DCT teams’ results are in line with the agreed targets. |

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| **KEY RESPONSIBILITIES**  |
| * Keep up to date with developments in DCT sector issues to ensure support services are relevant and aligned to business need and growth opportunities.
* Support the development and delivery of support services, including appropriate tools and resources, targeted at helping businesses to improve productivity, profitability, competitiveness and resilience.
* Line management of a team of professional DCT business advisors, ensuring services are targeted and tailored to business need, deliver against contractual obligations and to an appropriate level of return on investment.
* Support in managing external, sub-contracted and Partner services contributing to the delivery of business advice, ensuring appropriate deployment and utilization according to project and client need.
* Provision of information, advice and support service to businesses in, or diversifying into, the Digital Creative and Tech sectors to maximize growth potential.
* Support quality assurance, monitoring and reporting of team performance and progress against contractual targets and budgets and wider company requirements, including integration with the BGH and across the Group.
* Work with the DCT project Partners, as well as key stakeholders to unsure DCT clients get an exemplar service.
* To maximise the service impact on growth within a wide range of DCT clients, so contributing to the development of a robust DCT cluster of SMEs in Greater Manchester.
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| **DIMENSIONS** |
| * Directly supporting the ambition set out in the Greater Manchester Strategy refresh to seize the growth potential of the DCT sectors.
* Management of a team of 2 DCT advisors and relationship management with the two delivery partners.
* Contract budget delegated responsibility for: consultancy bank for provision of additional specialist resources (£60k); telemarketing for lead generation (£18k)
* Contract deliverables include: ~130 DCT business assists & creating 20 jobs and increasing annual GVA by £700,000.
* Relationship management of the Delivery Partners: The Landing and Creative England; as well as wider stakeholders including GM companies in the DCT sectors, TechNorth, Manchester Digital and The Sharp Project and the 10 local authorities.
* Internal Partners include other BGH teams, MIDAS, UKTI, BGH senior management, wider MGC teams.
* Support the Digital Growth Manager in the strategic development of the Digital Growth Service.
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| **KNOWLEDGE, SKILLS AND EXPERIENCE** |
| Essential Skills* Analytical; with strong applied literacy and numeracy skills
* Excellent verbal, written and interpersonal communication skills, able to explain complex / technical information to business clients at senior level and influence others to take action
* Able to develop effective, professional and productive working relationships; able to demonstrate credibility to business and stakeholders
* Strong planning, organisational, prioritisation and administrative skills
* Well-developed IT skills, including an understanding of computerised management information systems, spreadsheets, diary management, e-mail and CRM databases

 **Qualifications / Experience** * Proven track record in motivating/managing professional teams, including appraising, mentoring and coaching to achieve agreed targets
* Proven track record in designing and delivering programmes to meet customers’ needs
* Proven track record in providing advice and support which leads to change within a business across a diverse range of DCT sectors
* Proven track record of lead generation and client management
* At least degree level education, or degree level qualification with a Management body or the relevant business experience to match those

**Knowledge*** Understanding and experience of using project management techniques
* Practical understanding of the current and emerging DCT sectors and their markets
* Practical understanding of the drivers and barriers to growth across DCT sectors
* Practical understanding of the current landscape of publicly-funded business support
* Knowledge and understanding of the key national, sub-regional and local organisations and their role in supporting economic development and specifically business growth
* Understanding of customer focused approach of working with businesses to foster engagement and encourage commitment to working towards economic development

**Personal Style*** Self-starting team player, leads by example
* Able to identify opportunities and to innovative; takes creative approach to problem-solving
* Reviews own working practices to identify areas for improvement
* Uses time and other resources efficiently to meet objectives
* Deputise for colleagues across the Group where necessary.
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| **CONTEXT** |
| * Directly supporting the ambition set out in the Greater Manchester Strategy refresh to seize the growth potential DCT sectors.
* The role requires wide-ranging technical expertise relevant to a variety of DCT sectors covering a diverse mix of tech and non tech solutions.
* It is a fast-paced and changing operating landscape needing continuous development to remain aligned with business need and growth potential.
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This post is part-funded by European Regional Development Funds within the 2014-2020 European Structural and Investment Funds Growth Programme