



Job Description

Job Title:	Strategic Lead – Social Economy Growth
Directorate/Team:	Strategy Unit / Strategy, Economy and Net Zero
Location:	16 Summer Lane, Birmingham and locations across West Midlands
Responsible to:	Head of Research, Intelligence and Inclusive Growth
Responsible for:	0 to 1
Key working relationships: (internal)	<ul style="list-style-type: none"> • Strategy Unit Core Team (in particular Strategy Lead for Social Impact and Social Value; Strategic Lead for Inclusive Growth) • Economy Team (in particular Head of Economic Policy and Partnerships; Head of Economic Development and Delivery), Business Growth West Midlands • Employment, Skills, Health & Communities (Adult Skills / Employment Support; Systems Change and Inclusion) • West Midlands Growth Company / economic delivery vehicle • Procurement; Finance; Legal;
Key working relationships: (external)	<ul style="list-style-type: none"> • Power to Change • Barrow Cadbury Trust • Social Improvement Districts / Social Economy Cluster Lead Organisations, partnerships and consortia • Social Economy Forum & Roundtables (BSSEC CIC) • Social Impact Partners (private sector/investors/funders) • Social Impact Investment Fund pilot (Big Issue Invest) • West Midlands Social Value Network • West Midlands Funders Network • Social value system provider(s) e.g. Match my Project, Social Value Portal, etc • Social Value and Procurement officers in our constituent local authorities and anchor organisations and networks

Purpose of the Post

The Social Impact Economy is a collective term for all ‘not for personal profit’ organisations that exist to improve disadvantaged communities, support disadvantaged people and address social or environmental issues but do so using a trading (business) model to generate the majority or all the funds they need. This includes Social Enterprise, Co-operatives, Mutual Benefit Societies, Community owned businesses, Charity trading arms and more. The Social Economy in the WMCA area comprises 9,314 organisations; employ almost 103,000 people; supported by a quarter of a million volunteers; and have a combined turnover of around £14 billion. Of these, we expect that approximately 5,000 “core” organisations will be most closely involved in shaping and benefiting from the ecosystem development.

In January 2020, the WMCA set out its aim to double the size and impact of the social economy in ten years; that is, by 2030. Over recent years, the WMCA has received national recognition for its work to growth the social economy, through investing funding, building links between organisations and celebrating the work of social economy businesses across the region. The West Midlands has investing

in initiatives such as the Social Economy Business Skills Programme and West Midlands Ownership Hub, but there is further work to do to realise their full contribution – financial and social – to the region.

The *Strategic Lead for the Social Economy Growth Programme* is a twelve-month fixed-term role match-funded by Power to Change, the national think-tank that backs community business, and the WMCA and to with the explicit aim of building long-term financial sustainability across all ten social economy ecosystem services in the West Midlands, ensuring that there is capacity for the continuation of a role within WMCA championing the social economy, as well as for regional partners.

The majority of the role will focus on attracting sustained funding from the integrated settlement's local growth and place fund into supporting the social economy in line with the objectives of the West Midlands Outcomes Framework. As a post jointly-funded with Power to Change, the postholder will also support priorities around growing community-led economies, enabling community-powered places and spaces, and building community-powered public services supporting community business works to build stronger communities and better places to live.

The role will also importantly enable the flow of insight and information between the two organisations.

The Social Economy Growth programme has been collaborative, with social impact economy organisations and wider ecosystem partners playing a key role in shaping the programme, and there is an expectation that the inclusive growth power and participation fundamentals will be embedded in its continued delivery. There will also be opportunity to influence all levels of Government through involvement in the Office for the Impact Economy.

Accountabilities

A twelve-month, fixed-term role to:

- Seek and unlock sustained investment for social economy growth in line with the region's ambitions
- Identify and secure longer-term sources of finance to sustain a champion for the social economy across the region within the WMCA
- Support the continued delivery of the Social Economy Growth Programme to increase the trading income for social economy organisations in the West Midlands to boost local economic prosperity and living standards, in particular:
 - Growing the number of "core" social economy organisations in each local authority district; and
 - Growing the number of social economy organisations in each local authority district accessing universal and specialist support.
- Deliver Power to Change priorities around s around growing community-led economies, enabling community-powered places and spaces, and building community-powered public services supporting community business works to build stronger communities and better places to live.
- Enable the flow of insight and information between WMCA and Power to Change.

Responsibilities

Strategic

- Lead the coordination and delivery of the Social Economy Growth Programme towards the ambition to double the size and impact of the social economy by 2030; while ensuring its alignment with the priorities of the *West Midlands Growth Plan* in a way that respects the region's *Inclusive Growth Framework* and *Health and Equity Impact Assessment*.
- Support the flourishing of the place-based social improvement districts / social economy clusters, embedding principles of co-design and co-production in working with local stakeholders.

- Shape and influence regional and national policy to strengthen the social economy, including influencing the Office for the Impact Economy; the region's approach to Social Impact and Social Value, inclusive economic growth, and community wealth building.
- Ensure strategic integration of social economy growth across all our thematic pillars under the integrated settlement and Mayoral priorities (local growth and place; jobs/skills; journeys; housing/homes; and retrofit) and leverage opportunities for maximising social impact and social value.
- Champion equality, diversity, and inclusion across all programme activities, addressing structural inequalities and supporting grassroots participation.
- Enable the continuation of a strong and reciprocal strategic between WMCA and Power to Change, facilitating the flow of insight and information between the organisations and identifying and progressing shared priorities and collaboration opportunities.
-

People

- Empower and coordinate the region's Social Economy networks and cluster support organisations such as the Social Economy Forum (run by BSSEC CIC); Social Economy roundtables; Social Economy Advisory Group; and Social Impact Partners.
- Foster effective collaboration across WMCA, Power to Change, local authorities, funders, and social economy organisations.
- Build and maintain strong relationships with key partners (e.g., Power to Change, BSSEC CIC, Barrow Cadbury Trust, local anchor networks and organisations) to ensure shared ownership of programme delivery.
- Facilitate stakeholder engagement and consultation, ensuring voices from community businesses and marginalised groups are represented in decision-making.
- Manage any future support roles or secondees associated with programme delivery, providing leadership and guidance.

Operational

- Oversee the delivery of the region's social improvement districts / clusters, the continuation of targeted / specialist business support for social economy organisations; and access to universal business support targeted at social economy organisations.
- Support the development and sustainability of the sectors infrastructure organisations comprising BSSEC and the Social Economy Clusters/Impact Districts as the key drivers for growth within the sector.
- Liaise with economy team to ensure that integrated settlement local growth and place funding are targeted to support social impact economy organisations in line with the West Midlands Outcomes Framework targets around social economy growth.
- Commission and support monitoring and evaluation of programme outcomes, ensuring evidence-informed and co-produced decision-making.
- Develop and deliver a communications and engagement plan, including case studies and best practice sharing to raise the profile of the social economy.
- Prepare board reports, briefings, and articles to inform governance and stakeholders.
- Ensure compliance with WMCA policies on health and safety, GDPR, equality and diversity, and performance management.
- Explore the potential for a Social Impact Fund driven by Social Value in procurement.
- Continue the development cross sector partnership working with the Private Sector, Funders & Investors, Academia and Public sector partners (e.g. Impact Partnership, West Midlands Funders Forums, Citi-Redi, etc)

<ul style="list-style-type: none"> To work closely with the Single Assurance Framework (SAF) team and wider procurement and social value partners and organisations to ensure that social impact economy organisations have access to further income generation opportunities right from the outset.
Financial
<ul style="list-style-type: none"> Oversee budget planning and resource allocation for programme delivery, ensuring value for money and alignment with funding conditions and appropriate financial management and governance processes. Support the development of blended finance approaches and investment-readiness initiatives to unlock social finance and grant opportunities, such as the pilot with <i>Big Issue Invest</i>. Create mechanisms for monitoring financial performance of funded initiatives, ensuring accountability and sustainability.
Other
<ul style="list-style-type: none"> Act as an ambassador for the social economy, representing WMCA at regional and national forums. Contribute to shaping and testing national campaigns and collaborative policy initiatives. Participate in learning and development activities to maintain professional expertise. Work flexibly, including occasional out-of-hours commitments and travel across (and occasionally outside of) the WMCA area. Undertaking such tasks as may reasonably be expected commensurate with the scope and level of the role.

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Experience of coordinating projects and programmes	X		X		
Experience of working as part of the social economy		X	X		
Experience of stakeholder management with the ability to develop, maintain, and strengthen partnerships and evidence of collaborating, negotiating, and influencing to achieve shared goals	X		X	X	
Experience of working in a political environment		X	X	X	
Experience of community co-design and engagement		X	X	X	
Experience of programme monitoring and evaluation	X		X		
Experience of writing and delivering high quality reports, briefings, documents and presentations	X		X		
Experience of leading and managing staff in virtual and matrix teams		X	X	X	
Skills / Knowledge	E	D	A*	I*	T*
Strong ability to build relationships with internal and external partners to initiate and sustain work in a complex environment	X		X	X	
Equality, diversity, and inclusion policy and practice		X	X		
Social finance and investment		X	X		
Excellent written skills and storytelling	X		X		
Understanding of local government and public sector environment		X	X		
Ability to support in the preparation of bids	X		X		

Verbal communication and written communication skills	X		X	X	
Excellent organisational and time management skills to ensure projects are delivered on time, with the ability to prioritise work to meet deadlines in a dynamic, fast-paced political environment	X		X	X	
Ability to use core Microsoft Office software to draft high quality documents and presentations as required	X		X		
Ability to understand strategic thinking and bring structure to complex issues while ensuring colleagues are aligned	X		X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Degree-level qualification or equivalent experience with evidence of on-going professional development.	X		X		

*Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values		
Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.		
Value	Competency	Behaviour
Collaborative	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	‘One Organisation’ Mindset	Believe in each other’s expertise.

	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements									
Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family
14 September 2022		SP46-SP50	