



Job Description

Post Title: Business Development and Partnerships Lead

Directorate: Strategy, Economy and Net Zero

Reports to: Head of Strategy & Analysis

Direct Reports: 1

Salary Band: SP46-SP50

Key Relationships: Executive Director for HPR, Head of Strategy & Analysis HoS, External stakeholders

Role Purpose

The Business Development and Partnerships Lead sits at the heart of the WMCA's Strategy, Economy and Net Zero Directorate's (SENZ) strategy for growth. The role will generate new business opportunities, consolidate existing relationships and build strong long term partnerships and collaboration between public and private sector partners to deliver our strategic aims and objectives.

The role will be responsible for leading and developing our stakeholder strategy, ensuring a strong customer focus and relationship management. You'll also lead the development of our stakeholder management systems and liaise across SENZ and other WMCA Directorates to enable consistent and efficient processes.

Responsibilities

- You will act as a leading figure in the region in actively shaping and driving better engagement between public sector and private sector organisations and the real estate community, to ensure a best in class stakeholder management process
- Lead better partnership working and improved working relationships with key stakeholders namely a) our local authorities b) private sector business c) other teams across WMCA d) academia.
- Work closely with WMCA Communications team to ensure greater visibility, media and promotion of Housing Property and Regeneration work across the business community to showcase it as nationally leading and open to business

- As part of the Housing Property & Regeneration engagement programme, arrange and organise visits for investors/developers and HM Government teams to showcase opportunities and initiatives across the West Midlands region.
- You will be responsible for effective implementation of a bold and ambitious HPR business and stakeholder engagement plan, working closely with the Head of Strategy & Analysis to deliver the goals in the WMCA's annual plan, supporting the delivery of the annual business plan and HPR deliverables
- Lead the creation, development, monitoring and implementation of clear Housing Property and Regeneration systems and processes for proactive business engagement and partnership working – especially developers, investors and professional bodies.
- Work closely with the Head of Development & Delivery and team to personally bring forward introductions and market intelligence and insights on new business partners including investors, investor developers, contractors and suppliers
- Lead the consistent messaging and presentation of investment opportunities by the Directorate to the real estate investor/developer market and presentation of a trusted and can-do attitude to key parts of Whitehall
- Lead on identifying, creating and establishing formal partnerships with like-minded partners by way of Memoranda of Understanding and Partnership Agreements, incorporating a robust governance and selection process
- Manage existing investment and delivery partnerships to ensure the agreements are implemented and successes are communicated in a strategic, market facing manner
- Lead the development of key case studies and good practice examples of Strategic Partnership delivery to inform decision makers at the WMCA, Government departments and wider stakeholders
- Manage the delivery of the regional Commercial Property Taskforce of leading investors and developers hosted by WMCA, and lead HPR engagement at key events for investors and developers.
- Engage systematically and continuously across WMCA, to build strengthened working relationships for the Directorate with other teams in WMCA to maximise effective partnership working on business development opportunities, representing HPR at relevant forums with colleagues across the WMCA.
- Research best practice, and implement amendments where required, to enable the WMCA business identification and development practices to remain market aligned.

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>	Assessment Method				
Experience	E	D	App *	Int**	Other** *
Experience of developing extensive stakeholder networks	✓		✓	✓	
Experience of building commercial partnerships and collaborations	✓		✓	✓	
Experience of partnership working and influencing a diverse range of stakeholders	✓		✓	✓	
Experience of directing communications activity and developing compelling content.	✓		✓	✓	
Experience of initiating and delivering business development and stakeholder engagement plans and systems	✓		✓	✓	
Creating local and national partnerships involving multiple organisations and sectors	✓		✓	✓	
Use of communications strategies including use of social media, to build support for major schemes and so assist delivery; and confident in liaising and engaging with the press and media		✓	✓	✓	
Designing and implementing CRM/stakeholder management systems/processes for business development	✓		✓	✓	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Extensive professional and contacts network spanning the public and private sectors, both regionally and nationally.	✓		✓	✓	
Excellent communication skills, both written and verbal, with a good understanding of using web and social media for public relations and stakeholder relations purposes and experience of facilitating effective meetings and events	✓		✓	✓	
Excellent interpersonal skills, able to confidently persuade and inform key senior stakeholders and build collaborative partnerships around mutual goals	✓		✓	✓	
Ability to work effectively as part of a fast-paced team but also able to work under your own initiative, stepping up and leading when needed and taking decisions effectively	✓		✓	✓	
Experience of governance structures and responsibilities		✓	✓		
Experience of line management and staff development		✓	✓	✓	
Commercially astute and politically aware.	✓			✓	
Emotional intelligence, leadership and management	✓			✓	
Effective talent and performance management		✓	✓	✓	
Strong programme management skills spanning multiple projects with different layers of complexity and with overlapping timeframes	✓		✓	✓	
Knowledge and experience of joint public/private sector co-investment and partnership		✓	✓	✓	

Qualifications/ Professional Memberships	E	D	App	Int	Other
Relevant degree or comparable experience	✓		✓		
Membership of a professional body, appropriate to the job role;		✓	✓		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

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 Focused	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.

Health and Safety

All employees have a duty to take reasonable care for the health and safety 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 and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To 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.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis.

Date agreed	Grade agreed:	JEP Reference
17/5/24	SP46-SP50	JEP368