

## Job Description

**Role:** Head of Communications & Corporate Affairs  
Coast to Capital

**Accountable to** Chief Executive, Coast to Capital

**Salary** £55,000 per annum

## Two Year Contract

### The Opportunity

Coast to Capital is the local enterprise partnership for one of the most prosperous parts of England – the M23 corridor and Sussex coastal area. We provide business leadership to the development of our regional economy. We have three main functions:

- Delivering nearly £300m of public sector investment in regional infrastructure in order to support economic growth
- Providing direct support to businesses in the region, focussing on advice to small business, links between employers and young people, and promoting exports
- Leading on strategic and policy issues facing the region, articulating a clear regional voice on national issues and campaigning on the priority issues for the region

The strength of the LEP comes from the close partnership we deliver between business, local government, Higher and Further education sectors in our region. The expertise and skills of these sectors give us a unique perspective and insight into the economic challenges facing our region.

One of the main assets of the LEP is our strong and experienced Board, which brings together regional leaders from these sectors. Working with the Chief Executive, the Board ensures that our work supports economic development across the region and positions Coast to Capital in a leadership role on some of the most important issues that we face.

In spite of the strong performance of many parts of our economy, our region still has room for improvement if we are to maximise our productivity and our potential, and to meet the challenges set out in the Government's recent Industrial Strategy. Coast to Capital plays a prominent role in promoting the potential of our region, and influencing decision makers on the most important issues that we face. We aim to increase our region's prominence and influence with Ministers, and to identify and pursue the policies and interventions which will unlock our full economic potential.



We are small, highly motivated and engaged team which is very ambitious for the future of the region. We pride ourselves on our high professional standards and the work that we do with partners across the region. We offer a unique opportunity for a Communications professional looking to broaden their experience in a senior corporate role with unique access to regional business and political leaders.

### **The role**

This new role will lead for Coast to Capital in drawing up and implementing an effective strategy to maximise our influence in the region and with Government, and which will effectively communicate our work to businesses, political leaders and media across the region.

As a member of the senior team, you will lead on the development and delivery of a communications strategy, using all available channels to communicate and illustrate the role of the LEP in the region. This will include advice on building and sustaining relationships with a wide range of stakeholders, from the areas of business, education and politics, and building a better understanding and awareness of our work. You will work closely with the Chief Executive on wider influencing and leadership challenges facing the LEP; including confirming the organisation's position as a regional leader on the biggest issues facing our economy, and campaigning on changes needed to reinforce our regional strengths. You will manage a full-time Communications officer, and also lead the small internal team responsible for ensuring that Coast to Capital is an efficient, productive and well-run organisation.

### **The person**

We are looking to recruit an energetic, resourceful and ambitious person to fill this exciting role. You will have good experience of a range of communications, marketing or lobbying roles. You will have experience of communicating policy objectives, of working with Government and of building credibility and influence with wide range of businesses. You will be creative and resourceful, and able to work effectively in a small team. You will build good relations with colleagues in other organisations, and will be able to build and leverage a network to support our strategic influence. You will be able to manage competing priorities, and will relish the opportunities of being part of a senior team with specific corporate responsibilities.

### **Key tasks**

- Development of communications strategy to support delivery of our business plan for 2017/18 and our longer-term strategy, with specific provision for key projects including:

- Development of a new economic strategy for the region, including strong engagement with Government on the development of a national industrial strategy
- Delivery of our £280m Government-funded infrastructure portfolio, in order to boost regional economic performance
- Successful marketing of an enterprise zone in Newhaven to support economic growth
- Campaigning on key issues facing the region including investment in the Brighton mainline railway, development of Gatwick airport, growing skills in regional workforce, increasing supply of housing
- Promoting exports from the region
- Ensuring strong and resilient relationships with core partners across the region including local authorities, major employers, business representative organisations and area partners.
- Building and leveraging strong network with business, political and media contacts around region in order to support delivery of our work
- Supporting strong internal communications in order to build corporate identity, maintain strong staff engagement and build confidence of Board
- Management responsibility for corporate functions and management of three staff members
- Effective membership of senior management team to provide strong overall leadership to Coast to Capital and delivery of our work
- Ownership of new corporate governance and assurance strategy, and ensuring this is effectively implemented

### **Key skills**

Development and implementation of stakeholder strategy in order to build understanding of and engagement on our work, particularly with senior players from all backgrounds across the region

- Communications skills including
  - Development and delivery of effective strategy
  - Writing and successfully deploying press releases and other material
  - Presentations, videos and other tools for explaining and engaging people on what we do
- Website and social media strategy to identify new channels for engagement
- Ability to engage political partners in Government and across the region, including MPs
- Internal communication to ensure organisation is fully aligned to goals of business plan including assessing staff engagement and taking actions to improve it



- Leadership and management skills, including ability to manage corporate improvement programme and to contribute to leadership of the organisation as a member of the senior management team
- Senior influencing skills to support engagement with Board

### **Further information**

Further information about Coast to Capital may be found at our website:

[www.coast2capital.org.uk](http://www.coast2capital.org.uk)

### **Applications**

To make an application please send, by 6<sup>th</sup> March 2017, a full CV with a short (two pages maximum) covering statement setting out how you believe you could fulfil the requirements of this key role and the names of two referees (references will not be taken up in advance of interviews) to: Sue Maddin, PA to The Chief Executive, sue.maddin@coast2capital.org.uk

We will acknowledge your application within 24 hours. If you have not received confirmation please contact Sue Maddin on 01403 333840 to ensure we have received your application.

Please feel free to call Jonathan Sharrock, Chief Executive, if you would like more information – 01403 333840.

Coast to Capital is committed to achieving diversity and equality of opportunity both as an employer and as a commissioner of services.