

ROLE DESCRIPTION

Job Title	Programme Lead – Freeport
Salary Band	44-50
Reporting to	Assistant Director for Business Growth
Directorate	Investment and Delivery
Service Area and sub area	Business Growth - Freeports
Team	Freeport Team
Political Restriction	No

1. Primary Purpose of the Post
<p>Lead the development and delivery of Liverpool City Region's Freeport. The role will project manage the successful delivery of the Freeport programme, acting as the first point of contact within the CA for all Freeport related activities and working across teams and directorates to ensure its success. The successful candidate will coordinate all Freeport workstreams internally, including Investment, Communications, Policy and Inward Investment. They will hold key strategic relationships with relevant stakeholders across LCR, as well as government.</p>
2. Your responsibilities
<ul style="list-style-type: none"> • Lead the development of a vision and strategy for the Freeport. • Act as the Combined Authority's single point of contact for the Freeport programme, both internally and with HM Government across all workstreams. • Develop and implement the governance arrangements for the programme (for example - steering groups, programme board) including co-ordination of partnerships with public and private sector stakeholders, universities, suppliers and operators to maximize impact. • Develop a long-term project plan, mapping the progression of the Freeport across its ten-year lifecycle. • Coordinate and oversee the delivery of all Freeport activity, working closely with CA and Business Growth colleagues to ensure its success. This will include: <ul style="list-style-type: none"> • Investment – supporting the Investment Team to effectively appraise projects and progress them through the assurance process. • Communications – working closely on a Freeport prospectus, relevant press releases and acting as the first point of call for Freeport enquiries. • Inward Investment – supporting the development of a Freeport inward investment strategy to fully leverage the potential of the Freeport to attract private sector investment. • Social Value – gain insight and best practice to maximize the social and environmental impact of the Freeport across LCR.

- Policy – support the development of an Access to Opportunities plan, ensuring jobs created through Freeport projects are accessible to LCR residents, including marginalized communities.
- Innovation Zone – ensuring the IZ and Freeport business offers are complementary and working in conjunction.
- Manage key relationships with constituent Local Authority officers in relation to the Freeport, for example, Growth Directors and their Operational Staff, ensuring the effective delivery of Freeport projects across LCR.
- Manage relationships with key external stakeholders including Universities, project sponsors, private sector etc.
- Manage impact reporting for the Freeport, working closely with the Project Management Office and Evidence, Research and Intelligence teams within the CA to ensure outputs are set and achieved
- Draft and prepare reports to the Executive Leadership Team and meetings of the Combined Authority on matters related to the development and delivery of the Freeport.
- Achieve results to ensure timely technical, asset-based and/or operational outputs in line with HM Government funding criteria.

3. General Corporate Responsibilities

To support the Executive Director of Investment and Delivery & Assistant Director of Business Growth in developing a performance-driven culture.

Responsibilities include:

- To share and communicate a clear understanding of the Combined Authority priorities across all teams.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Recruit, select, appraise and develop staff in accordance with the Combined Authority's policies and procedures.
- Create a positive learning and working environment through delegation, mentoring and coaching of staff and through the identification of training and development needs.
- Develop the Combined Authority's commitment to equal opportunities and promote nondiscriminatory practices in all aspects of work undertaken.
- Work to maximize in-flows of funding to the City Region, including from the private sector, venture and other sources.
- Support the scrutiny process established by the Combined Authority.
- Encourage a culture of continuous improvement to develop an outstanding service, where value for money and best value are delivered and innovation and enterprise flourish.
- Promote strong, direct and effective communication and involvement with all stakeholders.
- Promote the work of the Combined Authority and LCR locally and nationally.
- Support the Combined Authority's commitment to equal opportunities and promote nondiscriminatory practices in all aspects of work undertaken.



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

4. Recruitment Plan
Competency Based Interview

PERSON SPECIFICATION

Job Title: Programme Lead – Freeport

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A relevant degree, qualifications and/or significant relevant experience;	E	A
Evidence and commitment to continuous personal and professional development	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Significant experience of successful leadership in an economic development role.	E	A,I
Demonstrable experience of working with the private sector at a senior level.	E	A,I
Stakeholder management experience with particular emphasis on public / private intersections and a translational ability to articulate clearly to both.	E	I
An understanding of the challenges and opportunities within the LCR economy including the need to balance business growth and innovation with the wider need to achieve a fairer, cleaner, stronger, better connected and more inclusive economy in which commitment to EDI, the creation of social value and progress to net zero are critical considerations.	E	I
Experience of serving on boards and other stakeholder engagement forums.	D	A,I
Evidence of successful resource and financial management skills including budget formulation, financial monitoring and control procedures and maximising the deployment and control of grant funded programmes and projects to achieve results.	D	I
Evidence of successful project management.	D	I
A track record of working successfully in a political environment.	D	A,I
A track record of having achieved personal and professional goals over the course of their career.	D	I

Skills and abilities	E = Essential D = Desirable	Identified By
Ability to lead, inspire and motivate others within a culture of delivery and continuous improvement.	E	I



Ability to develop and maintain effective working relationships with integrity, credibility and influence with constituent local authorities and key stakeholders.	E	I
Positive, flexible responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice.	E	I
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way.	E	I
Evidence of creative, innovative thinking, encouraging ideas from across teams, creatively working around constraints and challenges and capable of translating ideas into policy and practice.	E	I
Highly developed influencing and persuasion skills with a determination to deliver.	D	I

Personal Attributes	E = Essential D = Desirable	Identified By
An understanding of and a personal commitment to the vision and priorities of the LCR CA.	E	I
A commitment to providing a high-quality customer service and ensuring service standards are met.	D	I
Commitment to and understanding of equality, diversity, inclusion and social value.	E	I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Good interpersonal skills, including an ability to adapt appropriately to deal with people at all levels.	D	I
Adaptable, able to respond effectively to changing priorities.	D	I
Ability to work in a fast-paced environment and capable of delivering to short time scales.	D	I

Key to Assessment Methods:

A - Application	P – Presentation	T - Test
I – Interview	E – Exercise	AC – Assessment