

SOUTH EAST ENGLAND DEVELOPMENT AGENCY

1. **JOB TITLE:** Chief Executive and Accounting Officer

2. **CONTEXT:**

The aim of the South East England Development Agency (SEEDA) is to support the economic development of this world class region. SEEDA works at a local, regional, national and international level to attract inward investment, to help businesses reach their full potential and to win practical support from a range of partners. The South East is home to around 750,000 businesses and 16 universities, and its residents contributed 15% of total UK GDP in 2007 - £188 billion.

Regional Development Agencies were established following the Government's White Paper, "Building Partnerships for Prosperity", in December 1997. Under the Regional Development Agencies Act 1998, England's Regional Development Agencies have the following statutory purposes:

- to further the economic development and the regeneration of its region;
- to promote business efficiency, investment and competitiveness in the region;
- to promote employment in its region;
- to enhance the development and application of skills relevant to employment in its region; and
- to contribute to the achievement of sustainable development in the UK where it is relevant to do so.

The Government has announced that all RDAs, including SEEDA, will close by April 2012. SEEDA is committed to supporting an orderly transition to new economic development arrangements in the South East, alongside delivering our significant business plan for 2010/11.

2.1 Within the South East England Development Agency

The jobholder is required to lead SEEDA, working closely with the Board, to deliver the regional economic priorities to deliver economic growth. In addition, the jobholder is required to spend significant amounts of time developing and fostering key relationships and providing advice to Government.

Dimensions:

The Agency is accountable to Parliament through the Secretary of State, Department of Business, Innovation and Skills.

The job holder is accountable to the Board and has direct line management responsibility for two group executive directors who, with the job holder and two executive directors, form SEEDA's Executive Team.

SEEDA Staff: 220

SEEDA Budgets: £120m (gross) expenditure.

2.2 Location:

SEEDA's headquarters are in Guildford with offices in Chatham and Hastings.

3. OVERALL JOB PURPOSE:

Lead SEEDA to develop and help to deliver regional economic priorities to increase the sustainable prosperity and productivity of businesses and people in the SEEDA Region. As a development of this overall job purpose, sponsor SEEDA's transition to closure programme.

4. PRINCIPAL ACCOUNTABILITIES

- 4.1** Sponsor and lead the delivery of an effective, smooth and professional closure of SEEDA while ensuring that economic value for the South East is retained through closure and into successor bodies.
- 4.2** Ensure the delivery of SEEDA's vision to be the best economic development agency a top global region could have, with:
 - Expert interventions
 - Expert deal-making; and
 - Expert advice
- 4.3** Ensure that a demand-led skills strategy is developed and implemented to improve the skills base of the region.
- 4.4** Ensure that strategies, plans and structures are developed to encourage and support successful inward investment into the region.
- 4.5** Enable the creation of Public Private Partnerships where Agency investment can stimulate successful projects.
- 4.6** Ensure that strategies and plans are developed and implemented to raise business productivity and promote the need for competitiveness and innovation as a catalyst for economic growth across the region.

- 4.7 Develop constructive relationships with key stakeholders in Government, Industry and across the Region to gather intelligence, be in a position to influence policy and to facilitate the improvement of regional communications and partnerships.
- 4.8 Act on behalf of the RDA network on lead roles for Skills and Innovation.
- 4.9 Ensure that strategies and corporate plans and budgets are developed, communicated and implemented across the Agency so that staff understand what has to be achieved and what the relevant parameters are.
- 4.10 Ensure that the Agency has the structures, processes, systems and people to achieve corporate goals and deliver the regional strategy effectively.
- 4.11 Work closely with the Chairman and Board to ensure they are kept fully aware of the performance of the Agency and informed of any relevant issues.
- 4.12 Ensure that the Agency complies with all legal, financial and government regulations and policies.
- 4.13 Act as the Accounting Officer for the Agency.

5. PERSON SPECIFICATION

5.1. Qualifications, knowledge and experience:

Essential

- The job holder must be of graduate calibre
- Significant executive experience at a high level within either the public or private sectors
- Practical experience of economic development and regeneration

Desirable

- Significant executive experience at a high level within both the public and private sectors
- Understanding of the Government Framework
- Knowledge of Public Accountability
- Experience of organisational development

5.2. Skills and Abilities:

Essential

- High level negotiating and influencing skills
- Excellent analytical and conceptual thinking skills
- Financial management skills
- Excellent communication and interpersonal skills
- Excellent leadership and motivational skills

6. Other relevant factors

This post will require periods of travel across the region, within the UK and occasionally overseas on SEEDA business.