

Role Profile

Job Title:	Skills & Productivity Strategic Lead	Grade:	CB5
Department:	West London Alliance	Post no.:	n/a
Directorate:	Chief Executive's	Location:	West London boroughs

Role reports to:	Head of WLA Growth, Employment & Skills
Direct Reports:	Skills Officers x 2 (Supported Internships)
Indirect Reports:	Interim staff, secondees, consultants and staff from boroughs and other partner organisations as necessary

JOB DESCRIPTION

PURPOSE OF ROLE:

This is a pivotal role leading the implementation of a major Skills and Employment Programme spanning seven west London boroughs, with a population of some two million people. We have recently been successful securing resource for a large-scale skills programme that will collectively enable people from all backgrounds to succeed in work, and for businesses to recruit the talent they need to thrive in a challenging economic climate. The post-holder will be knowledgeable about the skills and employment agendas, with a track record working effectively and credibly at a senior level to deliver excellent measurable outcomes. The role will also have a focus on influencing the wider skills agenda, including making the most of opportunities associated with the Apprenticeship Levy and Adult Education Budgets, whilst navigating the wider governance and decision-making processes required to make a difference. This role is an opportunity to have a positive impact on the lives of thousands of people and businesses for years to come. The post is for a fixed term of two years, secondments welcome.

Key areas of focus include:

- Convening and leading a senior, cross-sector partnership of major public and private sector organisations to deliver an outstanding skills and employment programme for West London.
- Developing, agreeing with partners and implementing a plan to deliver the employment and skills programme successfully, including meeting Legal, Finance, Governance and monitoring requirements.
- Building close and productive relationships with individual borough leads based

on mutual trust, including helping them to engage with the GLA, London Councils, major employers, and ensuring a single-joined up narrative in relation to delivering the bid.

- Driving the delivery of a West London Skills, Employment and Productivity Strategy that meets the needs of businesses and residents, aligns with London and national government policy (including Skills for Londoners and the UK Industrial Strategy) and enables partners across West London to directly influence skills provision to meet current and future demand.
- Ensuring broad partnership buy-in and engagement with the programme, laying the foundations for future bids for additional external resources in 2019/20 and beyond.
- Engaging with and reporting to a number of key groups including West London Growth Directors (director representatives from the 7 West London Alliance local authorities), the West London Skills Board (a cross-sector group), and London Councils in relation to wider Skills budget devolution.
- Identifying and making the most of opportunities associated with the Apprenticeship Levy, including working with the GLA, London Councils and other major sectors to make better use of underspent levy, including pooling.
- Leading on devolution of Adult Education Budgets from the GLA, including the devolution of the £260m Adult Education budget.
- Meeting all monitoring and reporting requirements associated with the external funding associated with the West London Skills Programme.
- Influencing and lobbying the GLA and London Councils, and acting as a single strategic point of engagement with external funding opportunities for local government in West London.
- Engaging with specific opportunities to collaborate, e.g. in relation to Section 106 Obligations.
- Maintain a shared evidence base and understanding about current and future labour market requirements, identifying potential skills gaps and shortages and working with the WLESB to develop proposals to address these in the context of pan-London activity.

KEY ACCOUNTABILITIES:

- Accountable to the West London Economic Prosperity Board and West London Employment and Skills Board
- Provide leadership for the Employment and Skills Programme, reporting to the Head of Growth, Employment & Skills.
- Provide effective relationship management across all boroughs and relevant partner organisations in West London and London, including the Skills and Employment practitioners community and ACL leads.

- Develop commissioning plans for relevant projects under the WLA Employment and Skills Programme,
- Provide leadership to any consultants, secondees or interim/agency staff employed from time to time as required
- Work effectively with other WLA team members, Programme Leads and the Director
- Manage the Programme budget and secure external sources of funding / pooled funding where appropriate
- Work with the sponsoring WLA Head of GES and Directors to manage the business of the Employment and Skills programme, producing reports and other information as and when required
- Oversee internal and external communications for the Programme
- Represent West London Alliance at external meetings with stakeholder and partners
- Represent and undertake work on behalf of the West London sub-region at regional and national forums (including London Councils, NWL NHS, GLA etc.).
- Contribute to an annual report detailing activity, achievements and benefits (financial and non-financial) to all partners

KEY PERFORMANCE INDICATORS:

- Performance against project-specific indicators and deliverables
- Quality of relationships with key stakeholders and governance bodies
- Quality and extent of collaborative activity with other organisations
- Level of pooled and external funding achieved at sub-regional level
- Achievement of Business Plan objectives
- Completed procurements which achieve saving, time and service quality objectives

KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):

- WLA team members
- WLA Directors and Assistant Directors
- Senior Staff in DFE/JCP/GLA/Businesses/NHS/Skills Providers
- Staff and elected members within the WLA boroughs
- Commercial and non-profit suppliers
- Relevant Government Departments

AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):

- Management of temporary staff e.g. consultants and secondees

PERSON SPECIFICATION

ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES:

ESSENTIAL EXPERIENCE:

- Experience of successfully managing the delivery of complex, high value and multi-stakeholder skills and employment projects.
- Extensive and up-to date knowledge of the employment and skills system, including major issues and agendas, and ideally also funding mechanisms.
- Experience working credibly and successfully with senior officers in local government and external partners to deliver measurable results
- Practical understanding of how local authorities and employment bodies operate and make decisions, and their strategic and policy environment
- Experience of managing project teams with clear objectives, performance management and aligned with organisational priorities
- Ability to manage budgets and project funds
- Experience in procurement, contracting and commercial partnering, preferably within both public and private sectors

ESSENTIAL QUALIFICATION(S):

- Relevant degree, professional qualification or equivalent experience
- Evidence of continuous professional development

WLA Values

At the WLA we are committed to delivering excellently to achieve maximum benefit for our sub-region. We achieve this by aligning our approach to our values, and each WLA staff member had a vital role to play.

Our values are:

- **Collaborative** – We lead through a whole West London approach, enabling west London boroughs to work together to achieve more.
- **Entrepreneurial** – We drive delivery, taking managed risks, being the challenge that delivers innovation & transformation for west London.
- **Effective** – We deliver the best outcomes, in the right way.
- **Credible** – We act with recognised competency & integrity, built through reputation & trust to deliver customer led change.

Competency levels

The list below states the level needed in each competency for effective performance in a role.

1. Role requires a generally low level of competence. It may only require an **awareness of this competency**, or may provide experience to operate at a higher level.
2. Role requires a moderate level of competence, the ability to **cope with standard problems/common situations**, and competence at day-to-day application.
3. Role requires a high level of competence, the ability to **cope with unusual/non-standard problems and issues, and awareness of alternative options** and approaches to situations. Requires ability to guide or advise others in this area and is able to look ahead and anticipate future needs.
4. Role requires an exceptional level of competence and advanced application. Requires ability to **develop innovative approaches, stretch others' thinking and challenge them to excel** by setting exceptional standards.

Results focus: Sets and delivers stretching targets, in line with the WLA Priorities, and standards and procedures; seeks and takes responsibility for enhancing performance; does what is necessary to achieve the required output, rather than just performing a set of tasks. **Level 4**

Customer focus: Actively seeks to identify, understand and give priority to meeting customer needs. Acts in accordance with the needs of customers (external or internal), partners and the wider community. **Level 5**

Job expertise: Has the necessary technical and professional knowledge and expertise and uses it effectively. The areas of job expertise required vary significantly between services and between roles. The areas required in any specific role must be discussed with individuals. **Level 5**

Communication: Uses clear language that can be understood by mixed audiences. Communicates effectively (speaking, listening, in writing and when presenting), as required. **Level 5**

Change orientation: Looks for and proposes ways to improve service and will, if necessary, challenge the status quo to produce improvement. Shows initiative, and adapts to change requirements, by continually striving to improve processes, activities, and own performance. **Level 4**

Managing self: Effectively organises self and projects as required, using Ealing systems, processes and policies as appropriate. Can describe own strengths, development needs, impact and approach. Takes personal responsibility for own role and own development as a result. **Level 5**

Working in teams: Co-operates with others, by working together, supporting and influencing colleagues, and being a part of a range of teams as appropriate. Shares information with colleagues and partners to enable them to carry out their roles more effectively. **Level 5**

Managing people and business: Manages the performance and development of all staff who report to them in a way that supports the Ealing vision and values. Encourages and supports staff and colleagues to develop to their full potential. Demonstrates sound financial, business and resource management. **Level 5**

Leading in the organisation: Leads change and ensures effective implementation through programme and project delivery. Provides direction for the WLA and individual boroughs. Gains commitment from stakeholders to the vision, strategy and the resources required. **Level 6**