**CHESHIRE AND WARRINGTON LEP BOARD MEETING**

**Subject: Communications and Marketing Director Agenda Item: 8**

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**Meeting Date: 11 July 2018**

Background

1. Sarah Harvey, the LEP’s PR and Communications Manager moved to another company at Easter. This has created the opportunity to review her role and consider how to reflect the Board’s objective that the LEP should have a more active marketing and communications strategy within the objectives of a new Communications and Marketing Director post. This paper seeks the Board’s views on the broad objectives for the post in preparation for a recruitment exercise that should result in someone taking up post in late autumn, depending on their notice period.

Objectives

1. The feedback from last autumn’s Board Awayday, and subsequently, suggests that a Communications and Marketing Director will need to deliver a wide range of objectives:

* Oversee the LEP’s stakeholder engagement, ensuring that it has a particularly strong programme with its most influential and engaged stakeholders, including MPs, Ministers and Senior Civil Servants;
* Provide PR and marketing support to ensure that businesses in C&W take full advantage of the support being offered by the Growth Hub, its associated network of business growth advisors and other opportunities from central government and elsewhere. As the Growth Hub programme is funded by EU Structural Funds and by direct grant from BEIS, this programme will need to comply with EU regulations and with any requirements imposed by BEIS;
* In collaboration with the local authorities, develop and deliver a programme that markets Cheshire and Warrington as an outstanding place to live, work and invest (and study). The programme will need to be targeted at national and international investors, as well as at existing residents and businesses;
* Working closely with the EZ director, market the Enterprise Zone to investors and potential future occupiers. The messages in this programme will clearly need to be specific to the opportunities available on the EZ sites, but will also need to be consistent with the wider “place marketing” programme;
* Successfully manage an external communications budget of approximately £200k per annum, deploying it in a way that ensures that all of the LEP’s marketing and communication objectives are met.

Skills and Experience

1. This is a demanding set of objectives as, if they are all to be delivered successfully, the LEP will need to appoint someone who is equally comfortable exhibiting political sensitivity on public sector PR issues and delivering large scale national and international marketing campaigns. The new postholder will therefore need a very wide range of skills:

* be expert in public sector PR and Communications, able to work at a very senior level;
* understand and have experience of running significant and sustained inward investment marketing campaigns, engaging with potential future investors both nationally and internationally, but also with existing residents and businesses;
* have experience of managing a diverse stakeholder base;
* have experience of running business to business engagement programmes;
* be able to operate across the full range of engagement channels, including social media; events; and print, broadcast and electronic media.

Funding

1. This is a more wide-ranging and senior role than the PR and Communications manager role held by Sarah Harvey. To attract candidates with the right skills, background and experience, we will need to offer a higher salary than the previous role. This can, however, be accommodated within the LEP’s existing budget as the wind down of the European programme means that Francis Lee’s secondment from Cheshire West to the LEP will cease at the end of September. The budgetary saving created by Francis’ departure can be redeployed to allow us to offer a package aimed at attracting candidates who can make a real success of the role.

Conclusion

1. The views of the Board are sought on the proposed objectives for the post, and the skills and experience that the successful candidate will need to exhibit.