



Business Engagement Manager (Low Carbon)

Service Place Directorate	Reporting to Head of Service	Location Hybrid	Grade 4C, SCP 39 - 42
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About the role

The post-holder will represent the city council when supporting and responding to the needs of Salford businesses and potential investors, and communicate the council's vision to achieve a fairer, greener, and healthier Salford for the people of the city.

The role involves (but is not limited to):

- Working with the other Engagement Manager, provide effective management of the business and investment service and its resources, and support and develop the Business Engagement Officers.
- Collaborating closely with the Head of Service, council colleagues, with key stakeholders, public and private sector partners, often working at a senior level.
- Leading either on (a) inward investment activity, developing customer propositions, giving practical relocation and aftercare support to investors; or **(b) business support and decarbonisation activity to support the transition to a low carbon economy.**¹
- Acting as client lead for either (a) MIDAS² and Marketing Manchester to ensure they are aware of the city's key investment priorities and deliver effective investor support and place promotion; or **(b) the GM Business Growth Hub, Green Economy and the Bee Net Zero partners³, to ensure they deliver effective business support services, drive decarbonisation and low carbon supply chain work in Salford.**
- Inspiring action within the local business community to encourage Salford businesses to achieve carbon neutrality and net zero.
- Championing business sustainability within the team, identifying opportunities to embed across all business engagements.
- Working with other council teams to understand how wider low carbon initiatives can benefit Salford's businesses, e.g. low carbon infrastructure investments.

¹ It is expected that the postholder can work across both inward investment and business support where required.

² The Greater Manchester Inward Investment service

³ <https://www.beenetzzero.co.uk/partners/>

- Building strong relationships with the city's key businesses and employers to maximise their investment and commitment to Salford (e.g., jobs, work experience, social value / CSR).
- Developing and maintaining marketing collateral that makes the case for Salford and aids investor and business decision-making, as well as identifying opportunities to promote and showcase Salford.
- Creating opportunities for business-to-business networking and relationship development.
- Utilising market intelligence, data, and business engagement activities to inform the work of the team and to influence business and investment policy making and service delivery.
- Researching and producing high quality evidence-based reports for senior management and decision-makers on inward investment and business growth activity, including any opportunities and risks.
- Contributing to the development of regeneration plans and projects within the city's strategic growth areas - City Centre Salford, Salford Quays and MediaCityUK, the GM Western Gateway / Port Salford, as well as the District Centres.

Key outcomes

- You help develop a high-performing team whose wellbeing is central to their productivity.
- You have an in-depth knowledge of one of Salford's key sectors (**Low Carbon**) and the key businesses and employers within the sector, giving insight to colleagues and decision makers and influencing their work.
- The number of Salford businesses you engage with to adopt carbon reduction measures or set a net zero goal for their business.
- The investment / commitment you help secure from businesses and employers in support of the Salford Employment and Skills Strategy.
- The positive publicity and PR you help generate that shows Salford to be a good place to do business.
- The number of Salford businesses that you help sign up to the City's Mayor's Charter and commit to paying the Real Living Wage.

What we need from you

- A relevant degree or qualification.
- Proven skills and ability in a comparable role, and record of achievement for delivering outcomes.
- A strong interest in sustainability and responsible business.
- A good understanding of how a local authority or government works.
- Previous business engagement and stakeholder management experience.
- Passion for your work - a goal-oriented manager focused on outcomes not activities.

- Pride in your work - setting high standards for yourself and others, and a desire to deliver the best outcomes for businesses, investors, and the people of Salford.
- Professional credibility through proven experience and ability to build strong collaborative relationships.
- Excellent analytical and communication skills – written and verbal, and experience of researching and preparing reports and presenting to a wide-ranging audience.
- Excellent Microsoft Office skills (Word, Excel, PowerPoint, Outlook).
- Knowledge and understanding of the business and investment policy landscape, government-funded initiatives and support services.
- Ability to work independently with minimal supervision, work under pressure and handle conflicting priorities and short deadlines.
- Ability to take personal responsibility for resolving problems and issues, showing resilience and tenacity when faced with challenging or complex situations.
- Ability to manage, support and motivate staff and undertake staff appraisals as necessary.
- Ability to model and demonstrate our values and leadership behaviours including a commitment to self-development and continuous learning and to sharing knowledge with others.
- Personal commitment to equal opportunities in all aspects of your work along with a commitment to customer care.
- Political and commercial sensitivity and the ability to act professionally and with integrity when representing the interests of the city council.
- To undertake such additional duties as are reasonably commensurate with the level of the post.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Developing your leadership skills

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford programme. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. This will be achieved through a range of bite-size Master Classes designed to help you meet the expectations that we have of our Salford leaders. In addition to the core Master Classes, we also provide accredited leadership programmes which let you build on your experience, learn about emerging approaches, and further develop your leadership practice.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

Tailored Development

In this role you are required to take personal responsibility for, and demonstrate commitment to, self-development and continuous learning. Your training needs will be identified and captured in a training and development plan which will be acted upon subject to the availability of council resources. You will also benefit from free membership of the Institute of Economic Development (IED) which gives you access to their CPD programme as well as opportunities to network with professionals in similar fields.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea](#) website.

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme, you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our leadership behaviours

As a values-based leader you will:

- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.

- Respect and care for others, treating everyone fairly, valuing and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.
- Use resources that you are trusted with wisely.

To lead others, you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focussed on learning, not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage and inspire others in order to be the best they can be.
- Build lasting productive relationships with residents, partners and elected officials.

To lead outcomes, you will:

- Be visible, inject pace, vigour and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.
- Have a digital mindset, fully utilising digital systems and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.
- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

#HappytoTalkFlexible



Salford City Council

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

Role details

Completed by: Bernie Vaudrey

Date: Feb 2021 (updated Feb 2025)

Job code:

Job score:

Date of evaluation: