

JOB DESCRIPTION

Job title:	Strategy, Innovation & Growth Director
Grade:	CO2
Immediate superior:	LHC Managing Director
Responsible for:	Currently three reports: one direct, two indirect LHC Group Marketing Manager <ul style="list-style-type: none">○ Marketing Design Coordinator○ Marketing Assistant

Main purpose of the job

- Working with the LHC Group Strategy Team, be accountable for the LHC Group strategy to ensure achievement of LHC outcomes.
- To devise the LHC Group marketing strategy to meet marketing goals and oversee the development and implementation of the LHC Group marketing plan.
- Lead the generation and assessment of new LHC Group business propositions to ensure sustained business growth.

Specific responsibilities of the job

- Using insights from the external environment and internal knowledge, to formulate and implement the LHC Group strategy.
- To establish and manage an effective system to monitor LHC Group performance to ensure the LHC Group strategy is delivering the required improvements and change.
- To develop the LHC Group marketing strategy and LHC Group marketing plan to support LHC Group strategy.
- To work with the Regional Directors to ensure regional business and marketing strategies align within the LHC Group.
- To work with the Regional Directors and the LHC Operations Director to ensure the product management strategy supports LHC Group strategy.
- To plan and manage resources of the LHC Group marketing team and support the Regional Directors with their marketing resource requirements.
- Working with the LHC Group Strategy Team proactively seek new opportunities for business growth and be accountable for assessment of their viability.
- Be accountable for engagement with national suppliers to gain insight into industry trends, opportunities and innovations
- In conjunction with the LHC Managing Director, to take lead responsibility for developing national industry partnerships and alliances.
- To act as an advocate of LHC to increase the organisation's influence with all current and potential stakeholders

Contacts

- Internally

- All employees, Elected Members, senior representatives from Member Authorities, departmental heads at LB Hillingdon.
- Externally
 - Senior representatives of industry bodies and government departments
 - Officers and elected members of local authorities, registered providers of housing and other public sector bodies
 - Senior managers of LHC's appointed companies
 - Consultants and advisers (as required)

PERSON SPECIFICATION

The following attributes are considered to be ESSENTIAL unless stated.

Experience

- Demonstrable success in leading teams to achieve excellent levels of performance
- Proven capability in the development and delivery of business strategy to meet targeted outcomes.
- Proven capability in formulating and implementing marketing strategy to meet marketing goals.
- Evidence of successful implementation of initiatives for business growth.
- Experience of managing a marketing team
- Experience of public sector housing and construction markets
- Understanding of the needs and aspirations of the private sector
- Experience of forging internal and external expertise to deliver results

Qualifications and training

- Educated to degree level, MBA preferred.
- Professional qualification relating to business or marketing (DESIRABLE)

Aptitude and abilities

- Dynamic, energetic, outward-facing individual
- Highly analytical strategic thinker
- Numerate with high level of commercial skills
- Naturally innovative and creative
- Strong powers of persuasion and influence
- Effective manager of resources including people
- Quick learner and ability to adapt to changing circumstances
- Problem solver and decision-maker
- Good organisation and administration skills

Personal qualities

- Positive and supportive attitude
- Open, honest and approachable
- Good personal appearance and demeanour
- High degree of mobility and flexibility at work

About the Job

It is not often you find an opportunity to join an organisation that has a real success story, has a genuine aim of improving lives and where every employee is respected and has an interesting and responsible role. LHC is a well-established not-for-profit organisation providing procurement support to Local Authority, Housing Association and Public Sector clients.

Its mission is to deliver better homes and buildings throughout Great Britain that enhances the quality of life enjoyed by the local communities it serves.

Over the past 55 years it has evolved into a cutting-edge leader in its sector. Rapid and sustained growth over the last ten years has seen expansion of the company structure and personnel.

This leads to this crucial new role which is key to continue driving future growth of the organisation in an increasingly challenging market. It is an amazing success story and the chance of a lifetime for the right person.

What you will be doing

Using insights from the external environment, and working closely with the Managing Director, Operations Director and the five Regional Directors, you will formulate the LHC Group Strategy and marketing strategy and support the implementation of these strategies throughout the organisation.

You will lead the generation and assessment of new LHC Group business propositions to achieve sustained business growth.

To ensure the LHC Group strategy is delivering the required improvements and change, you will establish and manage an effective system to monitor LHC Group performance.

You will be leading a small team of committed professionals.

What you need

You will need to have proven experience of formulating and implementing business and marketing strategies to meet targeted outcomes in the public sector housing and construction markets.

You will have led teams to achieve excellence and experience of forging internal and external expertise to deliver results.

You are a dynamic, influential, analytical thinker with strong powers of persuasion. Ideally, you will have an MBA and a professional qualification related to business or marketing.

What you get

As a public sector chief officer role, the job attracts a salary grade of CO2 starting at £74,449 per annum with an additional car allowance of £6,718 per annum.

The postholder is eligible to join the defined-benefit Local Government Pension Scheme.

Inline with our Happy and Healthy Workplace policy, the job has been designed to allow a flexible 36 hour week, with holiday entitlement of 33 days per annum plus public holidays. A cycle purchase scheme and other employee benefits are available.

What to do next

If you are interested contact me, Chris Pye, by email cjp@gradu8group.co.uk, or mobile phone 07727-017008 and I will give you more details.