

# Job description and person specification

**Job title:** Area manager - Moray

**Reporting to:** Deputy chief executive



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean

<b>Job title</b>	Area manager – Moray
<b>Reporting to</b>	Deputy chief executive
<b>Direct reports</b>	Head of business growth Head of strengthening communities Head of regional development
<b>Grade</b>	Executive 2
<b>Location</b>	The normal office location is Forres. HIE are finalising arrangements to move towards a hybrid working model.

## Position overview

Highlands and Islands Enterprise (HIE) is an ambitious organisation with a remit from the Scottish Government that integrates economic and community development. With around 300 staff, HIE supports hundreds of businesses and social enterprises across the Highlands and Islands.

HIE works in a diverse region covering more than half of Scotland’s land mass and including all inhabited islands. Our vision is for the Highlands and Islands to be a prosperous, inclusive, and sustainable region, attracting more people to live, work, study, invest, and visit.

This is a senior and high-profile role responsible for the implementation of HIE’s Strategic Plan and annual Operating Plan in Moray with a focus on our three priorities to:

- Enable strong, capable, and resourceful communities
- Build successful, productive, and resilient businesses
- Create the conditions for growth and a green recovery

You will ensure the consistent application of HIE policies and be responsible for the achievement of agreed targets and objectives in the area.

The Area manager as part of HIE’s senior management team, plays a key role in ensuring the effective delivery of front line HIE services to customers, develops local partnerships with stakeholders, and with the support of the Director of Service Delivery provides strategic leadership in their geographical area of responsibility.

The Area manager will lead HIE’s participation in partnership efforts to diversify the Moray economy. This will include ensuring a just transition to a Net Zero economy. Implementation of the Moray growth deal will also form an important part of the role.

The post-holder will effectively ensure use of HIE’s support mechanisms to deliver sustainable outcomes which benefit Moray. Additionally, the Area team is leading on a range of significant, complex, and challenging projects which require high levels of leadership and outstanding competence in negotiating and influencing from the post-holder.

The Area manager makes decisions on financial assistance to laid down delegated levels. The post-holder ensures local prioritisation of resources to meet HIE’s strategic objectives and undertakes the effective discharge of responsibilities for standards of governance and internal controls laid down from time to time, as it affects the area office environment. In particular, the post-holder will ensure audit compliance requirements are met and that HIE’s risk management strategy is effectively maintained.

The Area manager is required to support significant governance issues to their line manager and HIE’s Director of business improvement and internal audit.

A key part of this role will be to bring fresh thinking to HIE's work in this field and make a positive contribution to HIE's continuous development as a progressive organisation where staff are empowered to use their full potential to benefit Scotland's economy. This is in line with our people values.

## Key responsibilities

1. Managing delivery of all HIE services in the local area to achieve the targets and objectives agreed corporately
2. Developing and subsequently delivering the area plan for activity in Moray in line with HIE's Operating Plan, making best use of all HIE resources. Act as HIE's senior, visible representative in Moray
3. Implementation of the Scottish Government's 10- year Economic Transformation Strategy
4. Contributing to the development of HIE Strategy and Policy
5. Ensuring effective prioritisation of resources, managing forward commitment, and sound financial management within the HIE budget allocated to the area
6. Liaising closely with all partners in taking forward co-ordinated strategic activities in pursuit of the policy objectives laid out by the Scottish Government
7. Acting as the primary interface with the local business and wider community, participating and leading where appropriate, in the Community Planning Partnership and other partnership activities, including with Scottish and UK governments
8. Through a close account management relationship with the local authority in particular, ensure that all public-sector partners are provided with appropriate information on HIE plans and strategic priorities
9. Leading, in liaison with other key HIE colleagues, on a range of regionally significant investments
10. In conjunction with the Marketing and Communication Team, liaising with the media, dealing with issues arising and promoting HIE services in the local area
11. Liaising as the primary interface with HIE senior management, through attendance at meetings, workshops, and events
12. Preparing and appraising staff papers for projects in line with HIE rule book and making decisions on such cases in line with the published delegated authority levels
13. Performance management responsibility for members of the Moray area team
14. Recruiting, developing, and managing team members in a supportive environment
15. Promoting continuous improvement of all HIE services, processes, and practices
16. Promoting a culture of flexible and cross-team working to ensure effective allocation of HIE staff resources
17. Promoting a climate of accountability, openness, collaboration, and innovation
18. Ensuring compliance with all aspects of HIE governance in consultation with their line manager, including risk management, handling conflicts of interest, and ensuring HIE's audit and compliance requirements are met
19. Ensuring optimum use of internal management systems and that data held on these systems is accurate and current
20. Taking responsibility for own learning and development, keep continuous professional development (CPD) records up to date
21. To champion and be a positive role model with regard to HIE's People Values

## Salary and benefits

We aim to appoint at the minimum end of the salary scale to allow progression throughout the grade range.

This post comes with a competitive benefits package including excellent contributory staff pension arrangements, life assurance, generous annual and special leave entitlements, flexible working,

continuing professional development and a variety of staff benefits, e.g., employee assistance programme, employer supported volunteering, cycle to work scheme, health and wellbeing club membership subsidy and other staff discounts.

## **Aspiring to make a difference**

HIE is an outward-looking, forward thinking, customer-focused organisation whose staff are empowered to use all their talents, skills, and knowledge.

For over 55 years HIE's activities have been characterised by a drive to innovate and make a difference and our staff identify very strongly with this. The strength of HIE's culture is evidenced by a committed workforce passionate about building a prosperous, inclusive, and sustainable region attracting more people to live, work, study, invest and visit.

HIE's organisational values:

- We are passionate about our purpose and proud to make a difference to the region we serve
- We are outward-looking and think long-term
- We are customer-focused
- We work together and learn from each other
- We are committed to excellence and innovation
- We encourage diversity and respect each other
- We network and collaborate - inside and out
- We listen and communicate clearly

## **Our commitment to equality, diversity, and Fair Work**

We are committed to recruiting, promoting, and developing our people solely on the basis of their ability to contribute to HIE's objectives, without regard to their sex, race, disability, religion, national origin, ethnicity, sexual orientation, age, or marital status.

HIE employs staff in locations across the region, encourages flexible working and seeks to employ people with different ideas, styles, and skill sets, each able to contribute in unique ways. This diversity engenders a richer, more creative environment – one in which our people develop, and clients are better served.

This diversity and the sharing of knowledge, skills, and experience make us a stronger organisation. These are qualities we value and continue to enhance which are in line with our people values.

As a public sector employer, HIE has a key focus on the wider social inclusion agenda. HIE is accredited as a Living Wage employer and supports a number of national initiatives ranging from; demonstrating commitment to the Social Impact Pledge, encouraging volunteering, engaging in the Digital Public Services agenda, meeting the Investors in People standard, developing the young workforce, adopting Fair Work principles as well as being recognised nationally as an award-winning family friendly employer by Family Friendly Working Scotland, Carers Scotland, and Working Families UK.

KEY CRITERIA	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>▪ Degree qualified in a business or related discipline or extensive, equivalent professional work experience</li> </ul>	<ul style="list-style-type: none"> <li>▪ Post-graduate qualification in a business or related discipline</li> </ul>
Work experience	<ul style="list-style-type: none"> <li>▪ Proven, recent experience of working at a senior management level with experience in business development, economic development, organisational change, and people management</li> <li>▪ Proven track record of project management</li> <li>▪ Experience of working in an environment with high standards of governance and accountability</li> <li>▪ Practical experience of risk management and mitigation</li> <li>▪ Experience of working to deadlines and prioritising workload</li> <li>▪ Experience of working as part of a team but also ability to work on own initiative</li> </ul>	<ul style="list-style-type: none"> <li>▪ In-depth knowledge of the Moray area and economy</li> <li>▪ Knowledge of public sector</li> <li>▪ Experience with private sector business</li> <li>▪ Experience with international trade</li> <li>▪ Experience of working within community planning frameworks</li> </ul>
Skills and abilities	<ul style="list-style-type: none"> <li>▪ Strong interpersonal and communication skills</li> <li>▪ Effective people management skills</li> <li>▪ A confident and articulate communicator who can adapt approach to stakeholders</li> <li>▪ Demonstrably inspiring leadership skills</li> <li>▪ Strategic planning and monitoring skills</li> <li>▪ Strong IT skills, particularly in the use of Microsoft Office suite, e.g., Word, Excel, Outlook</li> <li>▪ Ability to influence key decision makers and lead difficult negotiations</li> <li>▪ Ability to carry out complex budgeting with significant budgets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of practical methodologies for knowledge sharing and best practice</li> <li>▪ Knowledge of project management techniques</li> </ul>

	<ul style="list-style-type: none"><li>▪ Evidence of a creative approach to problem-solving and development</li></ul>	
<b>Job circumstances</b>	<ul style="list-style-type: none"><li>▪ A full, current driving licence and access to a vehicle</li><li>▪ Flexibility to travel as required, which will involve overnight stays away from home</li></ul>	

HIE has equal respect for Gaelic and English. We welcome any communication in Gaelic. We will respond to Gaelic communication just as quickly as we respond in English.

Tha spèis cho-ionannachd aig HIE airson na Gàidhlig agus na Beurla. Tha sinn a' cur fàilte air conaltradh sam bith anns a' Ghàidhlig. Freagarraidh sinn conaltradh sa Ghàidhlig ceart cho luath 's a fhreagras sinn sa Bheurla.