



Role Profile

Senior Business Engagement & Retention Lead
Inclusive Growth

Role Profile: Senior Lead Business Engagement & Retention	Role Profile Number: SBC_12760
Directorate: Inclusive Growth	Reporting to: Head of Inward Investment & Inclusive Economy
Grade: CFL 12	Date Prepared: August 2026

Our Values

Our [Values](#) shape how we work for the people of Swindon. They guide how we make decisions, how we deliver services and how we work with our communities and partners.

Our Values are:

We SEE – people, not problems – and stay curious to understand their story.

We HEAR – each other and the people we serve

We CARE – about our colleagues, our residents and our community

We ACT – with integrity, accountability and purpose

We LEARN – from data, feedback and experience so we keep improving

These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.

The Swindon Commitment

The [Swindon Commitment](#) shows how we bring our Values to life every day, in every role, across all that we do. It turns our Values into practical promises between the Council, our colleagues and the people we serve so we can work together to deliver the best possible services and support.

Created with colleagues from across the organisation, the Swindon Commitment sets out a shared understanding of how we work, lead and behave. Rooted in our five core values, it reflects how we listen to, include and respond to residents, communities and each other.

Purpose:

Swindon means business. Backed by a robust, high-output economy, unbeatable strategic connectivity, and a well-earned reputation for punching above our weight, the Borough is primed for accelerated growth and long-term prosperity. Over the past eighteen months, our Inclusive Economy

Team has established itself as an ambitious, forward-thinking disruptor—securing transformative commercial investments, unlocking major developmental opportunities, and championing local enterprise at every level. To build on this momentum, the Senior Lead Business Engagement and Retention will have a pivotal leadership role, dedicated to safeguarding high-value employment, bolstering our commercial champions, and ensuring Swindon’s diverse business ecosystem has the tailored backing, confidence, and infrastructure required to reinvest, scale, and thrive sustainably.

Operating as the primary senior conduit between the Borough’s private sector and the Council, you will strategically direct and execute Swindon’s overarching business engagement, retention, and economic growth strategies. A cornerstone of this mandate will be the design, implementation, and continuous leadership of a sophisticated Key Account Management (KAM) framework targeted across Swindon’s Top 100 employers, anchor institutions, and high-growth SMEs. Through this structured mechanism, you will build deep, enduring institutional relationships, actively diagnosing emerging retention risks, navigating complex corporate restructuring, and dismantling operational barriers to expansion—such as commercial site availability, modern infrastructure needs, planning interfaces, and specialised workforce capacity.

In addition to direct account management, you will spearhead the council’s business intelligence, economic research, and policy frameworks. By capturing and synthesising real-time commercial sentiment and sector trends, you will ensure council leadership, regional stakeholders, and external partners make evidence-led decisions that directly address the evolving demands of our industrial and professional base. You will design and shape our business ecosystem, proactively forging pathways that connect local enterprises with cutting-edge academic institutions, specialised innovation hubs, council services, and national funding programmes. These vital linkages will accelerate local research and development, spur technology and innovation adoption, and grow stronger supply chains across high-value sectors.

Crucially, the post-holder will be a primary driver in embedding inclusive growth principles across the wider commercial landscape. This involves actively collaborating with employers to champion workforce upskilling, talent pipeline development, the adoption of the Real Living Wage, and the proliferation of high-quality, sustainable employment opportunities for all residents. By nurturing dynamic local business networks, facilitating localized procurement opportunities, and championing Swindon as an exceptional place to do business, you will ensure that our economic expansion delivers meaningful, shared prosperity and establishes a resilient foundation for generations to come.

Key responsibilities and accountabilities:

- **Key Account Management (KAM):** Design and execute a proactive Key Account Management framework for C-suite decision makers, strategic sectors, and high-growth scale-ups across Swindon. This will lead directly to growth, retention and investment with key employers.

Commented [MP1]: C suite and senior decision makers

- **Revenue Optimisation & Delivery:** Driving business rates growth and maximised income across Swindon Borough Council by embedding robust KPIs, identifying rating list additions, and exceeding collection benchmarks to reinforce long-term financial resilience.
- **Business Retention & Expansion (BRE):** Identify operational risks, lease expiries, and expansion plans among local businesses, delivering tailored intervention packages to prevent business relocation out of the borough.
- **Inclusive Employment Leadership:** Drive the adoption of inclusive business practices, promoting local workforce development, fair pay, apprenticeship creation, and equality/diversity initiatives.
- **Strategic Business Forums:** Lead high-level business forums, CEO roundtables, and sector clusters to foster cross-sector networking, peer learning, and policy consultation with Council leadership.
- **Ecosystem Navigation:** Act as a senior troubleshooting broker across Council functions (Planning, Licensing, Highways, Regulatory Services) to remove commercial blockers for local employers.
- **Supply Chain & Local Wealth Building:** Build programmes that link large anchor institutions and prime contractors with local SME supply chains to retain economic wealth within Swindon.
- **Skills & Innovation Collaboration:** Partner with local colleges, universities, and training providers to ensure local workforce pipelines directly address skills shortages reported by employers.
- **Intelligence & Early Warning Systems:** Maintain deep economic intelligence on company performance, redundancy risks, and growth trends, providing data-backed briefings to the Corporate Management Team and Cabinet Members.
- **Crisis Management & Redundancy Support:** Coordinate rapid-response task forces alongside DWP/Jobcentre Plus and training providers in the event of major restructuring or redundancy announcements.
- **Programme & Grant Management:** When applicable, lead the delivery of targeted business support programmes, innovation vouchers, and grant funds financed by UK government or regional funding streams.
- **Devolution:** Lead strategic account management for Swindon's anchor employers to align their expansion and workforce requirements directly with Thames Valley cross-boundary skills funding and local economic development policy.
- **Council Priorities:** Ensure that the culture, behaviours and shared values that make the Council successful are embedded across the service and create an effective and efficient working environment to deliver Council priorities and pledges.

Supplementary Accountabilities

- **Managerial/Operational:** Lead and coordinate the delivery programme for the team, including task and workflow management of two wider economic development officers; maintain strategic oversight of third-party enterprise support contractors and grant delivery partners
- **Professional:** SBC's lead authority on business sentiment, enterprise resilience, local supply chain integration, and corporate social responsibility within the borough.

- **Decision Making:** Strategic decisions regarding business support intervention priorities, grant allocations, and risk-escalation directly to Cabinet/Senior Leadership.
- **Creativity & Innovation:** Develop novel engagement initiatives (such as recognition awards, peer-to-peer leadership networks, and interactive business engagement platforms) that drive high corporate participation.
- **Leadership:** Through your visibility as a leader, provide clear direction and a motivational and inspirational environment for teams and individuals to develop

Job Scope

Number and types of jobs managed:	2 (matrix)
Budget Holder:	Yes
Budget Value:	Influence £150-300k (Programme & Marketing Budgets) / Influence over multimillion-pound capital investments in conjunction with Head of II & IE
Asset Responsibility:	N/A

PERSON SPECIFICATION

Qualifications:	Essential or Desirable E/D
• Degree in Business Administration, Human Geography, Economic Development, Public Administration, or equivalent substantial industry experience. • Recognised project management or business advisory qualification (e.g., PRINCE2, Agile, SFEDI). • Evidence of continuous professional development, career progression and active engagement with relevant professional and strategic networks.	E D D
Knowledge and Experience:	
Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:	E

• Significant experience in corporate relationship management, Key Account Management, or local business support at a senior level. • Proven track record of designing and delivering business retention, expansion, or supply chain development initiatives. • Strong understanding of the commercial pressures facing businesses (economic conditions, workforce/skills, decarbonisation, and workspace). • Experience delivering publicly funded enterprise support programmes and managing compliant grant distributions. • Evidence of an awareness and interest in devolution and/or regional economic policy. • Proven experience of successful financial management including budget formulation, including a track record of improving services, managing complex budgets, involving a range of partners and funding streams, and delivering value for money. • A proven track record of establishing and sustaining a performance management culture, supported by effective and efficient management information systems • Track record of developing staff, building effective teams and leading multi-disciplinary professional staff to achieve organisational aims and objectives • Evidence of policy development and delivery in local and national settings relating to business support, trade, investment, innovation and related matters. • An ability to lead and manage high profile projects and priorities • Extensive experience of supporting decision makers, including Councillors and statutory consultees and strategic partner organisations to achieve positive outcomes	E E E E E E E E E E E
Aptitudes, Skills and Competencies:	
Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this: • Outstanding high-stakes negotiation, pitching, and executive relationship management skills. • Strong financial and commercial acumen with the ability to interpret market data and economic trends. • Exceptional stakeholder engagement, emotional intelligence, and interpersonal communication skills across all corporate tiers.	E E E

• Proven ability to broker multi-agency solutions across public-private boundaries under tight deadlines.	E
• Strategic mindset with strong analytical capability to convert qualitative and quantitative business feedback into policy recommendations.	E
• The postholder must take effective decisions quickly and act on their own initiative in order to resolve problems.	E
• The postholder must be able to quickly get to the heart of issues and accurately assess and manage risk	E
• Constantly reviews ways of working and identifies opportunities to improve the quality of work of the function	E
• Identifies creative solutions to Council-wide issues and takes action to implement them	D
• Shows creativity in using resources to deliver cost effective services, engaging external experts where relevant, and looking beyond the boundary of current service delivery	E
• Continually identifying, evaluating and implementing innovative new areas of partnership working where it is beneficial to Swindon	E
Special Conditions of Recruitment:	
• Politically restricted post in accordance with Section 2 (1) (b) of the Local Government and Housing Act 1989. Flexibility to attend early morning breakfast briefings and evening business network events.	E

Other Key Features of the role

It should be noted that the duties and tasks associate with this post may change from time to time without altering their general character or the level of responsibility entailed. The above duties and activities associated with this job are neither exclusive nor exhaustive and the job holder may be called upon to carry out other such appropriate duties as may be required within the grading level of the job.