



# CANDIDATE PACK

## DIRECTOR OF THE EASTERN POWERHOUSE



# WELCOME

Welcome

Thank you for your interest in the important role of Director of the Eastern Powerhouse.



The Eastern Powerhouse is a dynamic, business-led, independent organisation that aims to create a strategic argument for public and private investment in the East of England, promoting the region as a world leader of innovation in for example green energy, agri-tech and life sciences. The East has long been the forgotten corner of the United Kingdom and we are calling for transformative approaches in policy and approach (both local and national) that would generate significant growth and investment in the region. Our businesses are already world leaders, and the East of England is now ready to unlock the potential it has shown over the last 40 years.

The Eastern Powerhouse will be the leading voice of business and civic leadership across the East of England, showcasing its untapped potential and investment opportunity. ResPublica, a Westminster based Think-Tank, has developed and funded the concept of the Eastern Powerhouse, running it as an independent cost and research centre and providing the executive and secretariat functions for the Eastern Powerhouse as well as its policy research and advocacy function.

We are now looking for a Director who will lead the team to flesh out and deliver our strategy. This means focusing on developing our organisation, growing our impact and on attaining long term financial sustainability. The new Director would provide strategic leadership and vision to the Eastern Powerhouse, lead business development and attract membership growth in the regions, represent the Eastern Powerhouse with senior stakeholders and work closely with the Chair, James Palmer, in his work in the region. There will also be the opportunity to be the public-facing policy spokesperson for the organisation liaising with the media and commenting on and advocating policy responses for the East.

This is a significant appointment at a critical point of the development of the Eastern Powerhouse. A visible and innovative senior leader, you will have maturity of judgement, alliance-building capability and quickly build credibility across a range of audiences. You will inspire and influence at all levels, with the vision, energy and presence to represent the full breadth of the Eastern region. With a sound knowledge of the UK's public policy landscape, you will demonstrate commercial and strategic acumen, a flexible and entrepreneurial approach, identifying opportunities for the Eastern Powerhouse with ideas that capture imaginations but that are backed by the rigour and evidence to achieve change.

If you would like to drive change, inject investment and make a meaningful difference to the East of England, we would be very pleased to hear from you.

**Phillip Blond**  
Director, ResPublica



# ABOUT THE EASTERN POWERHOUSE

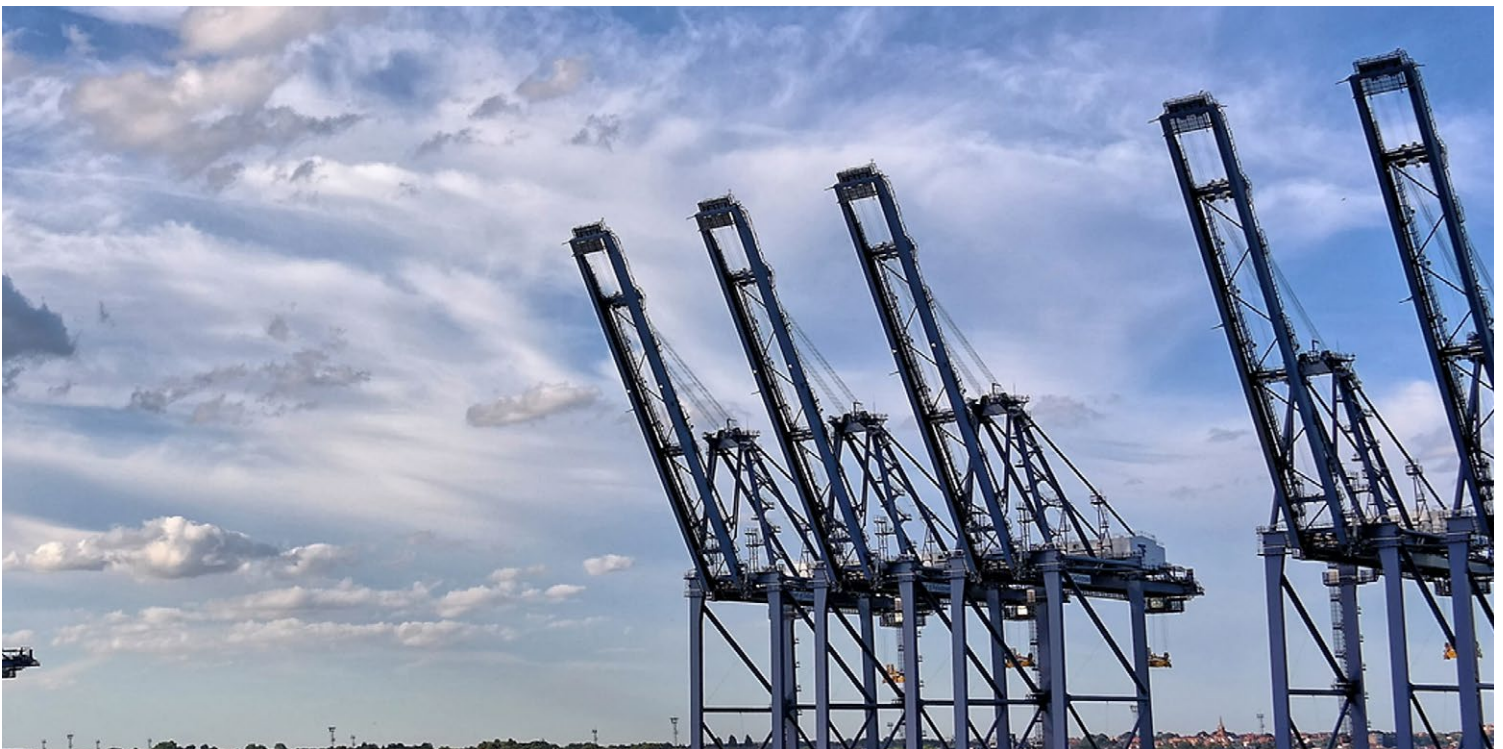
The Eastern Powerhouse is a dynamic, business-led, independent organisation that aims to create a strategic argument for private and public investment and growth in the East of England. We will promote the East as a world leader of innovation across all relevant sectors including green energy, agritech technology and life science. We will support sustainable business growth that leads to better opportunities for people across the East.

The East has long been the forgotten corner of the United Kingdom, but we will speak for the whole of the region, calling for investment into health, education and infrastructure and showing government and the private sector that funding here will gain significant return, not achievable elsewhere. Our businesses are already world leaders, and the East of England is now ready to unlock the potential it has shown over the last 40 years.

The Eastern Powerhouse will be and is already becoming the leading voice of business and civic leadership across the East of England (Norfolk, Suffolk, Cambridgeshire, Greater Peterborough, Hertfordshire, Bedfordshire, Lincolnshire, and North Essex). It will platform the whole of the East as a single interconnected region, encompassing its coastal towns, rural villages, and world-class cities. The aim will be to showcase the region's untapped potential and unlock the many opportunities for growth, to convince businesses and government to invest in this burgeoning economic powerhouse.

## OUR VISION IS TO:

- Drive economic growth and raise productivity across the East of England
- Create more higher-skilled and better paid jobs
- Raise skills and educational attainment
- Close the income gap in the region and between the East and South of England
- Rebalance investment in research & development and vital infrastructure, including transport and housing
- Improve transport connectivity within the region
- Provide better health outcomes for the population
- Promote the region as a place to work, study and live
- Grow and attract businesses to capitalise on world class assets and talent.
- Private a new platform for Eastern Businesses develop their ideas and attain financial and political support for their growth plans.



# OUR WORKSTREAMS:

## EDUCATION AND SKILLS

We will address disparities in skill levels and educational attainment within the region, to bring the worst performing parts of the region in line with the best. In so doing we will seek to make investment (per head) comparable with Wales, Scotland, Northern Ireland, and London.

## HEALTH

We will address disparities in health outcomes within the region, to bring the worst performing parts of the region in line with the best. In so doing we will seek to make investment in health (the NHS funding formula) commensurate with levels of demonstrable need.

## INFRASTRUCTURE

We will address disparities in infrastructure investment (per capita) between the East of England and the Greater South-East, to reduce travel times on road and rail, to bring the costs of public travel (per mile) in line with London, and to improve freight infrastructure links to the Port of Felixstowe, and investments in Stansted airport.

## HOUSING

We will campaign to improve the supply of housing, to buy and to rent, to meet the demand for high quality and affordable homes. We will explore public-private funding models for regional investment in housing in line with regional growth aspirations and optimal travel-to-work patterns.

## TAX

We will explore options for practical tax incentives for businesses and lobby Government for greater flexibilities in the region, including tax rebates for skills development, reduced corporation tax (in line with Northern Ireland) and the introduction of a localised 'Tourism Tax'.

## SUSTAINABILITY

We will work with the business community to promote innovative ideas that will save energy and improve the environment. We will use our links with the government to promote these ideas in Westminster and demonstrate the region's commitment to the UK's net zero target.

To find out more, please visit: <https://www.easternpowerhouse.uk/>



# ABOUT RESPUBLICA

ResPublica is an independent non-partisan think tank, that seeks to establish a new economic, social and cultural settlement for the United Kingdom. Our interventions in public policy and public debate have been decisive, and our ideas have been adopted by politicians of all parties. We believe in the common good and the development of real wealth that promotes both social and economic flourishing.

## OUR WORK:

Our ideas are founded on principles which move beyond the current political dichotomies of left and right. We favour the pursuit of the common good and the development of real wealth that promotes human flourishing. Our work – which includes policy innovation, research, publications, events and commentary across a wide range of policy areas – is framed and directed by three key programmes: Society, Prosperity and Virtue.

- **Society:**
  - Devolving power to people and places
  - Renewing Britain's Commonwealth and Constitution
  - Placing family at the heart of society
- **Prosperity:**
  - Realising vocational, artistic and academic intelligence
  - Making markets work for the many
  - Securing assets for all
- **Virtue:**
  - Fostering value and virtue
  - Shaping character and instilling ethos through institutions
  - Promoting human flourishing

## OUR PRIORITIES:

Our research and policy output is always guided by our three founding principles. This year, against a backdrop of significant economic change and a renewed focus on social reform, we will be focusing these efforts on two priorities: a wide range of policy areas – is framed and directed by three key programmes: Society, Prosperity and Virtue.

- **Industrial Strategy**
  - The British economy does not produce the widened prosperity or opportunity we need.
  - Productivity is wildly unequal and uneven in its distribution – cutting off communities outside of London from access to high quality jobs and to real social mobility; investment is low and too short-term – the UK invests a smaller percentage of its GDP in R&D than our competitors, holding us back in innovation and global trade; infrastructure is poorly planned and under-delivered – incurring a stasis for regions and communities that leaves them unable to attract new investment or promote job creation; and too much is owned by too few, stifling competition, creativity and diversity in our markets. [Read more](#)
- **Social Reform**
  - We live in a divided nation. The effects of inequality impact on every part of our lives, and disadvantage is geographically and intergenerationally entrenched. The poorest children are half as likely to achieve basic literacy and numeracy skills by age 11, three times more likely to be obese, and will die on average nine years earlier than children from wealthier backgrounds. A baby girl born in Manchester can expect to live for 15 fewer years in good health than a baby girl born in the London Borough of Richmond. [Read more](#)

To find out more, please visit: <https://www.respublica.org.uk/>

# ROLE DESCRIPTION

---

**Role title** Director of the Eastern Powerhouse

**Reports to** Director of ResPublica

## Role purpose

This role offers a unique opportunity to work with high profile business partners, and shape policy ideas for the East of England. We would be keen to employ someone with extensive experience in stakeholder engagement and outreach management, especially in a corporate or trade association environment, as well as a flair for public policy innovation and an eye for detail and opportunity.

## KEY RESPONSIBILITIES

### STRATEGIC:

- To articulate and pursue a clear mission for the Eastern Powerhouse, working with the Chair and ResPublica to evolve our development over time and as circumstances change
- To develop and embed strategic aims, oversee the development of high quality plans to achieve our strategic aims and have accountability for delivery
- Identify opportunities to grow our reach and influence and achieve long term financial sustainability
- Maximise impact by positioning the organisation at the forefront of public policy innovation, build our profile as a thought leader and convener of partners

### EXTERNAL ENGAGEMENT:

- Lead the external engagement function, by taking charge of the organisation's outreach plan, including current Members, prospective Members, and wider stakeholders
- Have a prominent part in both Business and Membership Development, with the ability to excite and attract prospective clients on the value we can deliver for them, as well as to create projects based on their needs
- Support the Eastern Powerhouse Chair, James Palmer, in his efforts to attract new Members, keeping records of meetings and their outcomes, and ensuring leads are followed up
- Represent the Eastern Powerhouse in external events, as well as secure speaking opportunities for the Chair, the ResPublica Director, and yourself, where possible

### PUBLIC POLICY:

- Keep abreast and anticipate developments across the relevant public policy and government landscape
- Draft high-level content, including briefs for business leaders, politicians, and policymakers, press releases, blog articles, etc
- Contribute in the drafting of policy papers, project proposals, and event briefs
- Convene leading thinkers, politicians and policy makers from around the world to collaborate in the creation of insight and new thinking in this field.

# PERSON SPECIFICATION

---

## KNOWLEDGE AND EXPERIENCE

- Strong leadership experience gained from successfully managing an initiative, a division or team
- Experience of developing new strategies, turning them into practical plans for delivery
- A proven track record of representing an organisation on a local and national stage, across senior levels in business and politics, in the media and on public platforms and of developing and sustaining key relationships to advance status and reputation
- Experience of business development and of entrepreneurial and commercial activity that have led to new income opportunities
- Strong knowledge of the UK's public policy landscape, with an in-depth understanding of at least one of the following policy areas: devolution, governance, public service reform, business and enterprise, local economic development, employment, education, and skills

## SKILLS AND ABILITIES

- A proven track record of organisational skills, being able to independently project-manage outreach programmes, while coordinating with other members of the team
- The ability to think innovatively and creatively about outreach methods and to influence successfully at senior levels, building high level, productive relationships and alliances with diverse stakeholders
- Ability to thrive in a multi-faceted environment, and keep multiple projects and objectives on track
- The ability to understand and analyse the relevant political landscape and anticipate the direction of policy agendas
- Excellent oral/writing and communication skills with strong academic credentials
- Proven track record in maintaining a positive, values led working culture that delivers high performance

## PERSONAL ATTRIBUTES

- Ambitious with a sense of urgency, able to build credibility quickly with key stakeholder groups and present a positive driving force
- Excellent interpersonal and relationship building capability
- Intellectually curious and creative mind-set with strong business acumen.
- Ability to recognise opportunity and the entrepreneurial flair to act upon it
- Passionate about and knowledgeable about public policy and using that to inject growth and leadership into the East's economy
- Future-focused - remains ahead of the curve and always looks to the horizon

We are open to candidates from a wide range of professional backgrounds, such as public policy roles in Government and non-governmental organisations, research and consultancy, communications, business development, academia, and public affairs.

ResPublica places a high value on equality and diversity, and we are committed to promoting an inclusive working environment as we expand our team. Our commitment flows from our fundamental principles of society, prosperity, and virtue, through which we aim to strengthen social bonds, foster opportunity, and empower everyone to reach their potential.

We encourage and welcome applications from people of all backgrounds, especially candidates who belong to historically underrepresented groups, or who identify as meeting one or more legally protected characteristics. Fundamentally, we are looking for someone who believes in and supports the mission of ResPublica and the ideas that we advocate.

# TERMS OF APPOINTMENT

---

This is a senior-level position. We are looking for someone with at least ten (10) years' professional experience. Exceptional candidates with fewer years of experience would also be considered.

## SALARY

The salary for this role is £65,000 – £75,0000, depending on experience

## HOURS AND PLACE OF WORK

This is a full-time permanent position. However, we are open to a fixed-term contract or consultancy appointment, full time, or part time.

The position can be based in London or in one of the Counties in which the Eastern Powerhouse operates: Cambridgeshire, Norfolk, Suffolk, Essex, Lincolnshire, Hertfordshire, Bedfordshire.

We require presence in our London office one day a week (usually Wednesdays), with 'in location' working and frequent travel across the region required.

Additional benefits package available on request.

# HOW TO APPLY

---

We hope you will consider making an application. To do so, please go to <https://starfishsearch.com/jobs/dir-eastern-powerhouse/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides).
- a short supporting statement (maximum two sides) that sets out why you are interested in joining ResPublica as the Director of the Eastern Powerhouse.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Search closes	Monday 10th July 2023
Preliminary interviews	w/c Monday 17th July 2023
Final Panel interviews	w/c 26th July 2023

