



# HUB MANAGER JOB PACK

## LEARNING TO CHANGE THE WORLD

Leadership | Enterprise | Learning | Social Impact



**ACADEMI MENTRAU  
CYMDEITHASOL  
SOCIAL ENTERPRISE  
ACADEMY**

SEA Wales is operated by

CREU  
MENTER  
CREATING  
ENTERPRISE



In partnership with



Wales Co-operative Centre  
Canolfan Cydweithredol Cymru

## ABOUT US

CREU  
MENTER  
CREATING  
ENTERPRISE



Creating Enterprise, a subsidiary of housing association Cartrefi Conwy, is a building and maintenance contractor offering a wide variety of property maintenance services to the public and private sector and specialises in Modular Construction, building timber frame Passivhaus homes.

Based at our newly built headquarters in Mochdre, near Colwyn Bay, we have recently been named as the third fastest growing company in Wales, fastest growing North Wales company and fastest growing construction company in Wales at the Fast Growth 50 awards.

As a social enterprise, we're able to demonstrate a strong social value as we invest our profits back into employment initiatives via our Creating Futures Academy which offers employment and skills opportunities to the local community.

Creating Enterprise has secured the licence to deliver innovative Wales-wide learning and development programmes for companies, social enterprises and public bodies.

Social Enterprise Academy Wales are using the model started in Scotland that's now been replicated across 14 countries as far afield as Canada, China and Australia and Africa.

We are working in partnership with the Wales Co-operative Centre who are delivering the programmes in South Wales.



## SOCIAL ENTERPRISE ACADEMY WALES

We deliver transformational learning and development programmes for Welsh businesses and organisations.

Our unique approach to learning has helped hundreds of social entrepreneurs and social enterprises to become stronger and more resilient, increasing both their social impact and their economic sustainability.

The programmes we deliver support the Welsh Government's ambition to achieve inclusive economic growth, supporting businesses to marry profit and purpose and enabling them to make not only an economic, but also a social contribution to society.

We deliver to businesses and organisations across the private, public and third sector.

Social Enterprise Academy Wales is part funded by the Welsh Government.

## IMPACT

93%

Improve their **organisation's ability to be responsive and adaptive** to the market



63%

Positively affect the **financial success** of their organisation

83%

Communicate more **effectively** within their organisation



83%

Enhanced staff **motivation**



91%

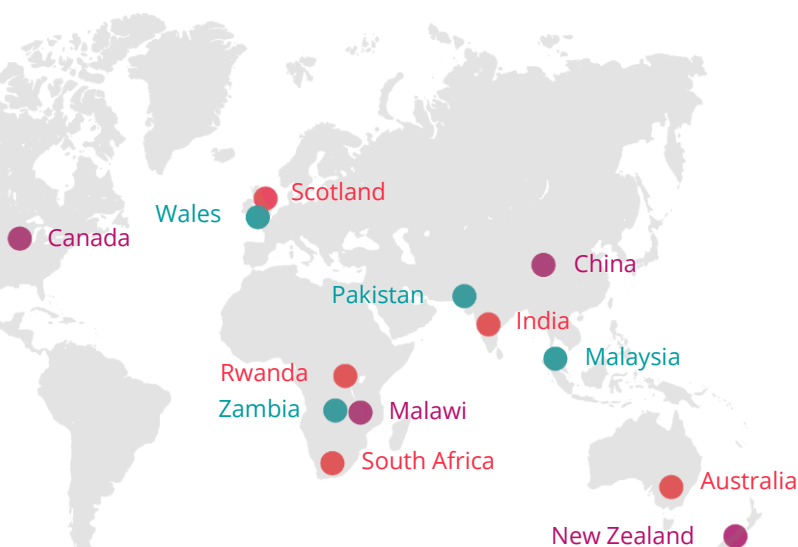
Of learners would recommend the programme to a colleague or friend

## TRACK RECORD

The Social Enterprise Academy is a unique specialist learning and development organisation supporting the enterprising social sector in Wales.

Founded in 2004 in Scotland, the Academy has since worked extensively at local, national and international levels. Over 8000 learners and 1700 organisations across 24,000 learning days have shared and learned together, at all stages of personal and organisational growth.

With a successful track record in Scotland, we have been partnering with local organisations since 2012 to share our experience and learning models internationally.



## WHAT PROGRAMMES DO WE OFFER?

Our programmes are available at introductory through to advanced level, supporting organisations and businesses at each stage of growth.

### LEADERSHIP

Leadership programmes help people to increase their self-awareness and gain clarity about how they want to lead themselves, their teams and their organisation. They support both you and your organisation to develop your leadership capacity and confidence at all levels.

#### Exploring my Leadership

1 day

#### Developing my Leadership

6 days

ILM Level 5

#### Advanced Leadership

2 days

#### Enterprising Leadership

1, 2 and 6 day programmes

### ENTERPRISE

Enterprise programmes support the development of social enterprises from start up and financial development, through to growth and replication. They also support non-profit organisations on their journey from donor-dependency to sustainable income-generation, enabling their social aims to be achieved in the long-term.

#### Introduction to Social Enterprise

1 day

#### Understanding Social Enterprise

2 days

#### Developing Your Social Enterprise

6 days

### LEARNING

Learning programmes enable people to support themselves and their teams through coaching, action learning, facilitation and through facilitators also learning from one another. These are tools that can enable personal development, and team cohesion and resilience.

#### Coaching Skills

2 days

#### Courageous Conversations

2 days

#### Developing Skills for a Coaching Culture

4 days

### SOCIAL IMPACT

Social Impact programmes help people and organisations understand the importance of measuring their social impact, and how to demonstrate this performance through different frameworks and processes.

#### Measuring Social Impact

2 day

We design programmes to have impact on three distinct levels: Impact for Learners, Impact for the Business and Impact for Society

## LEARNER IMPACT

**IDENTITY** 74% of learners experience 'transformational learning' through a profound shift in their beliefs or experiences of themselves and others

**THINKING** 94% of learners reframe their perspectives and how they think about things

**ACTIONS** 94% of learners improve the way they do things and enhance their performance

## WHAT OUR LEARNERS SAY

83%

Of learners feel they are better able to address the challenges and opportunities in their role

94%

Of learners said they thought the SEA style of learning was either good or excellent

“The blend of expert facilitation, action learning, theory and shared experience is powerful stuff. The Academy is to be congratulated on creating a powerful tool for **transformational learning, a safe space to share ideas, knowledge and experience.**”

### LEARNING ...NOT TRAINING

We focus on the context of learners, their personal development and the impact it has on them, rather than simply instructing or telling them about concepts and theories.

### FACILITATING ...NOT TEACHING

We create a learning environment where participants can bond with their peers to build on each other's experience and strengths.

### PROGRAMMES ...NOT COURSES

Rather than being a fixed entity like most courses, we provide programmes that are a collection of modules and experiences responsive to a learner's needs over time.

### LEARNING & DEVELOPMENT ...NOT EDUCATION

We support a process of practical, personalised, continuous development, that can be applied straightaway, instead of a formal education structure.



## WHO ARE WE LOOKING FOR?

We are looking for an experienced individual, preferably with a business development background to join Creating Enterprise at a really exciting time in its development. The Social Enterprise Academy has been operational in Wales for almost 12 months and we are seeking someone to work closely with the Business & Partnership Director to manage, develop and grow the Academy across North Wales.

The role will also involve the co-ordination and delivery of programmes and will be a hands on role, working with a small but effective team. The successful individual will need to be a great communicator and influencer.

## WHAT CAN WE OFFER YOU?

The role offers the opportunity to be part of a dynamic, value-driven organisation working to achieve lasting change through learning and development.

The role is based in Mochdre, near Colwyn Bay. It is a full time role (37 hours), fixed term until 31<sup>st</sup> March 2022. The role will require travel across North Wales and occasionally Wales.

### Benefits

**Competitive Salary:** £32,000.

**Annual Leave:** 23 days rising to 26 days after qualifying period, plus bank holidays

**Flexi Scheme:** Standard full time hours are 37 hours per week Monday – Friday. A flexi time system is available

### Pension Scheme

**Company Sick Pay:** After qualifying period

**Health Care:** Occupational health provision and health care plan to include, physiotherapy and other provisions

### Cycle to Work Scheme



This role is part funded by  
Welsh Government





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## JOB DESCRIPTION

### 1. JOB DETAILS

<b>JOB TITLE</b>	Hub Manager – Social Enterprise Academy - Wales
<b>REPORTS TO</b>	Business & Partnership Director
<b>DIRECT REPORTS</b>	None
<b>LOCATION</b>	Mochdre, Conwy, North Wales
<b>SALARY DETAILS</b>	£32,000 –Fixed Term Contract to 31 <sup>st</sup> March 2022 – 37 Hours Per Week

### 2. PURPOSE

Working closely with the Business & Partnership Director to manage, develop and grow the Academy across North Wales.

Implementing key strategies and meeting targets as set out in the Business Plan

Taking a key role in leading on sales and the development of new and repeat business for the Academy across North Wales, identifying and forming strategic partnerships

Working with Facilitators to ensure programmes meet the needs for clients

Overseeing the delivery and co-ordination of programmes

### 3. DIMENSIONS Scale and Diversity

The Social Enterprise Academy in Wales is part of a global franchise. Creating Enterprise holds the social licence for Wales and operates across the six counties of North Wales with their strategic partner The Wales Co-operative Centre operating across the remaining sixteen counties of Wales.

The Social Enterprise Academy delivers learning and development programmes (Leadership, Enterprise, Learning and Social Impact) to businesses, social enterprises, the third sector and public sector leading to increased resilience and growth of individuals and organisations at all stages of development.

[www.socialenterprise.academy/wales](http://www.socialenterprise.academy/wales)

### 4. WHAT IS CREATING ENTERPRISE

Creating Enterprise, part of Cartrefi Conwy, is an award-winning building and maintenance contractor based in North Wales.

We provide a wide variety of property maintenance services to the public and private sector and specialise in Modular Construction, building timber frame Passivhaus homes.

As a social enterprise, we're able to demonstrate a strong social value as we invest our profits back into employment initiatives via our Creating Futures Academy.

The Academy supports social housing tenants and local people with a range of employment services helping those struggling to find work get into job, training or volunteering opportunities.

Creating Enterprise also holds the licence to deliver innovative Wales-wide learning and development programmes for companies, social enterprises and public bodies. Social Enterprise Academy Wales offers a variety of programmes from introductory level through to advanced supporting organisations through each stage of their growth.

## 5. MAIN ACCOUNTABILITIES

### **Strategic Development**

Build and maintain partnerships with key stakeholders across private sector, social enterprise, third sector, public sector and housing sector to ensure growth and development of the Academy

Explore opportunities for new markets across North Wales

Working closely with our partner in South Wales The Wales Co-operative Centre and their Business Development Manager

Working with the Communications and Marketing Officer to design and implement the Communications and marketing strategy

Work closely with the Social Enterprise Academy International Team in Scotland and take part in the global learning ecosystem

### **Business Development**

Build and maintain relationships with key national and local players in the private sector, social enterprise sector, third sector, public sector and housing sector to expand the learning and development activities of the Academy

Sell Academy products across new and existing markets throughout North Wales

In consultation with the Business & Partnership Director, as required, to identify and write high quality proposals, bids and tenders as necessary

Represent and deliver presentations on behalf of the Academy at events and conferences

Work with the Communications and Marketing Officer to identify and design appropriate marketing material for the Academy including online and social media materials

To produce a diary of Open Learning programmes each year in line with the business plan

### **Learning & Development Solutions**

Ensure that there are sufficient qualified Facilitators across North Wales to deliver learning programmes in response to demand and in line with the business plan

Monitor the evaluation of learning and development programmes to ensure they are delivered to a consistent high standard and exceed learner expectations

### **Hub Management**

Monitor and report on the Academy's targets and achievements to ensure KPI's are successfully met

Oversee the operational and financial budget for the Academy

To Liaise with the Administrator and oversee each programme to ensure it is fully booked

## 6. CORPORATE ACCOUNTABILITIES

To actively support the overall delivery of Creating Enterprise's objectives to provide an excellent, innovative and truly customer focused service.

As a representative of Creating Enterprise, to always promote and maintain a positive attitude and image.

To positively promote Creating Enterprise's values; constructively challenging traditional ways of working, contrary behaviour or comments.

To ensure feedback is actively sought - to inform service improvement for customers and develop more efficient and effective ways of working.

To ensure compliance with Creating Enterprise's Standing Orders, policies and procedures.



To support the development, review and implementation of policies and procedures, in particular:

- Health, safety and welfare initiatives
- Creating Enterprises' principles on Equality and Diversity
- Risk management initiatives
- Performance management practices

To utilise ICT technology and systems effectively by developing appropriate skills, adopting efficient business processes, and maintaining data securely and accurately.

To work collaboratively where required.

## 7. WORK CONTEXT (environment, type of equipment)

The post holder is office based, but travel will be expected throughout Wales. The regular use of ICT systems and technology is an essential requirement of this post.

## 8. AUTONOMY AND DECISION-MAKING (limits and freedoms)

Work is typically self-paced. The post holder has the flexibility to decide what order tasks are done, however, all tasks will be expected to be completed to deadline or by priority set.

## 9. COMMUNICATIONS (the main communications that take place. frequency, purpose and method)

<b>INTERNAL</b>	Managers, supervisors and colleagues of Creating Enterprise and Group Cartrefi on a daily basis via email, telephone/ written communication and face to face.
<b>EXTERNAL</b>	A range of stakeholders and external partners via email, telephone/ written communication and face to face.

## 10. AREAS OF COMPLEXITY (what provides most stretch)

Prioritising a busy workload with, at times, conflicting priorities. Meeting the needs of a growing and changing company by demonstrating flexibility and openness to adapt.

## 11. AGREEMENT

**Job Holder's Signature:**

**Date:**

**Line Manager's Signature:**

**Date:**

This role is part funded by Welsh Government



Llywodraeth Cymru  
Welsh Government

Person Specification  
Business Development Manager

KNOWLEDGE & EXPERIENCE	Essential / Desirable	How this will be assessed
A drive to achieve sales targets and exceed customer expectations	Essential	Application / Interview
A successful track record in business development and growing organisations	Essential	Interview
Excellent people management skills	Essential	Application / Interview
Experience of budgeting and financial Planning	Desirable	Application / Interview
Excellent communication skills (both written and oral) and interpersonal skills	Essential	Application / Interview
Confidence in presenting effectively	Essential	Application / Interview
Credibility in representing the Academy to clients and audiences at all level	Essential	Interview
Understanding and commitment to the values of social enterprise	Essential	Interview
Microsoft Office, Excel & Outlook (Intermediate)	Essential	Application / Interview/Ability Test
Previous experience of building effective strategic partnerships, and working collaboratively	Essential	Application / Interview
Experience of facilitating leadership, management and business programmes or community development	Desirable	Application / Interview
Confident and self-motivated, with high standards of quality and the ability to stay focused in the face of changing priorities	Essential	
Experience of designing, delivering and selling learning and development programmes	Desirable	Application / Interview
The ability to communicate in Welsh	Highly Desirable	Application / Interview

Creating Enterprise are committed to Equality and Diversity in our activities

Where disability precludes, this will be reviewed with candidates at interview stage to ascertain if there are any reasonable adjustments that can be made to this requirement.



# ACADEMI MENTRAU CYMDEITHASOL SOCIAL ENTERPRISE ACADEMY

[www.socialenterprise.academy/wales](http://www.socialenterprise.academy/wales)

## TO APPLY:

Please email your CV with a covering letter demonstrating how you meet the competencies in the person specification to [vacancies@creatingenterprise.org.uk](mailto:vacancies@creatingenterprise.org.uk)

Closing date: 31<sup>st</sup> January 2020

For an informal discussion please contact Sharon Jones, Business & Partnership Director on 01492 588 980.



SEA\_Wales



SocEntAcademyWales



Social Enterprise  
Academy Wales