



CV & Statement of Capabilities

Submitted By

Robert J Jackson

Contact:

t: 0781 444 5007

e: enginecreativemanagement@gmail.com

h: The Bothy (9), Balvatin Cottages, Perth Road, NEWTONMORE, Inverness-shire, PH20 1BB

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INDEX	Page/s
CV – short	2
CV – detailed	3-4
Project Examples	5-6

Robert James Jackson

Personal details

Specialisation	Management & Economic Consultancy, Marketing & Promotion
Position in Firm	Director
Years with Firm	5
Key Experience	<ul style="list-style-type: none">○ 15 years in economic development○ 18 years in marketing & promotion○ Senior Manager Scottish Enterprise○ UK Service Development Manager for Major Truck Manufacturer

Consultancy experience examples

Three Towns HealthyLiving Centre

Project commissioned to assess local community ideas to underpin new Healthy Living Centre focused on mental health. Identified that poor early review and consideration to needs given and through consultation and research established new focus that was implemented for centre.

West Kilbride Craft & Design Town

Provided support in establishing a new strategic plan and development strategy for the Board. Involved in research, consultation, team development and establishing options. Community subsequently voted 'most enterprising community in the UK' by Dtl.

County Offaly – CommunityBroadband

On behalf of Offaly Leader and County Offaly, Eire along with a wide partnership reviewed the current services for community support in health, social and sport with a focus on community broadband requirements. Delivered a series of recommendations that are being implemented in totality as part of the County plan with EU support.

Arena Art & Design Studios, Liverpool

Developed new business strategic plan and operational control mechanism for social enterprise that was on verge of closure. Successful support towards implementation and restored viability and direction to extent of core member of Liverpool Year of Culture programme.

Lomond Shores Retail and Tourism Partnership

Working with retailers, National Park and Tourist Board on new approach towards promotion and development. Resulted in new partnership and marketing focus including amending visitor attraction and services with SED & WDC.

Dalmellington Community Sports – Strategic Planning

Support to a local community group looking to establish a new health centre and gymnasium. Market research, investigation of similar facilities else here in the UK and supplied outline feasibility and planning exercise for the group, including details on organisational processes and structures.

Irvine Valley Regeneration Partnership

Assess community ideas for new mechanisms to regenerate the area following a failed consultancy exercise. Brought in due to facilitation and conciliatory skills to restore community confidence in working with the public agencies. Identified core strategic priorities and actions including assessing feasibility of project concepts. Result was a re-focused approach and co-ordination amongst the various stakeholders in the area including local community groups.

Education and professional status

Post Graduate Diploma in Marketing

Fellow of Institute of Management Consultants

Member of Chartered Institute of Marketing

Member of Institute of Bankers in Scotland



Other experience

Other project examples

Evaluation of Routes to Work Programme, Lanarkshire

Management of support programme for SE into development support for business & community groups

Tourism strategy Ayrshire – formulated first all Ayrshire approach and new initiatives.

Tourism & business support – appointed to manage Tourism support package by SEA worth £300k per annum.

Formation of Upper Nithsdale Environmental Trust

innovative social enterprise established to provide training for local residents in environmental management with success in job access.

Business Development Support – Post Office appointed adviser for Sub-Post Offices viability and sustainability

Business Development Support many examples including Kilmarnock FC, Arena Art & Design (Liverpool),

Arran Textiles & Project Orchil review and strategy for innovative enterprise on Isle of Arran

On and Off-line Promotion many developments & solutions for organisations in public, private & third sector

Sport Scotland review and action plans for National Sailing Academy, Inverclyde National Centre,

Depute Chief Executive of Garnock Valley Trust Appointed to support local businesses and introduce innovations e.g. NAME and act as Adviser for BSC (I) finance.

Board member of social enterprises currently with Borderline Theatre Board and informal mentor to others e.g. Arena, Moscow Community Hall Committee. Previously with GVDE, ASSET and IDC Boards all in North Ayrshire and SDA / SE Manager with responsibilities for region.

Key competencies

Strategy and planning

Project Management

Business development

Business planning and marketing

Training and development

Research f2f, tele, online, written

Evaluation and monitoring

ROBERT JAMES JACKSON

SUMMARY

The following detailed CV will establish the professional competencies that over the period of my career have assisted in achieving the maximum performance working within and for organisations. People are perhaps the most important resource in a company and good inter-personal skills ensure that their confidence is gained leading to a correct analysis of the key issues affecting businesses. As is recognised working with businesses and local "partnerships" is a complex and confusing matrix with it being a particular strength of mine to assimilate, often conflicting, priorities and approaches and gain acceptance of an agreed strategy / approach.

Career appointments have included financial, marketing, PR, property development and management as direct and key responsibilities. In addition, specific training has been gained in relevant areas of business development including HR and Quality processes. My experience has also spanned the setting of strategic plans and objectives through operational management to evaluation of outcomes, establishing innovative projects and funding mechanisms and methods, including access to EU sources.

My expertise in establishing effective business and marketing strategies has been recognised by many public sector and private sector commissions. In addition I am committed to working with people and have the personality and commitment to relate well with fellow team members.

EDUCATION / AWARDS

Fellow of Institute of Business Advisers	(FIBA)
Member of Chartered Institute of Bankers in Scotland	(MCIBS)
Member of Chartered Institute of Marketing	(MCIM) - Chartered Marketer 1998
Post Graduate Diploma in Marketing	(DipM)

POSITIONS HELD

Title, Date Company / Institution Job Responsibilities Main Achievements	April 2000 to date – Director Engine-Creative Founding Director with specific responsibility for management, administration and business and economic consultancy Expanding practice with many examples of support towards businesses establishing and achieving their business & marketing plans, people strategies, establishing comprehensive financial packages and strategic planning approaches. Specialism recognised in economic development, evaluation and sources of funding including EU sources. Currently on contract with Laggan Forest Trust as Development Manager.
Title, Date Company / Institution Job Responsibilities Main Achievements	June 1997 to April 2000 - Managing Consultant ECOSSE Associates Management and organisation of practice. Numerous examples of support towards businesses establishing and achieving their business & marketing plans, establishing comprehensive financial packages and strategic planning approaches. Project managed small team of competing businesses to successful delivery of Ayrshire Information Society Gateway community web site involving liaison and co-ordination of conflicting views and approaches. Review of large number of complex economic initiatives and projects developing future sustainable strategic approaches to their continuation/re-focus/disbandment.
Title, Date Company / Institution Job Responsibilities Main Achievements	April 1991 to June 1997 - Manager, Company Development Enterprise Ayrshire Development of effective strategies and approaches to company development within overall EA strategy Consultancy assistance to local companies in key areas of their business Management, motivation & development of team of Development Executives Led establishment of original Enterprise Ayrshire Tourism Strategy Managed and developed Small firm and start-up services with over 400 start-ups established per annum, being one of best performances per head of population. Business Health Check - Introduced method of identifying and resolving key issues for companies based on process consultancy. Quality Programme - introduced first "quality club" format adopted as standard.

Title, Date Company / Institution Job Responsibilities Main Achievements	Feb 1988 to March 1991 – Regional Manager / Director, Dumfries & Galloway Scottish Development Agency Responsibility for management of Agency's powers and resources on needs and opportunities of the region. Development of Business & Economic Development assistance to meet local needs. Port Street, Annan (Harbour-side business and environmental improvement project) Creetown improvement (Innovative environmental/economic development project) Project Manager for Dumfries & Galloway Enterprise in bid for contract as LEC.
Title, Date Company / Institution Job Responsibilities Main Achievements	Aug 1985 to Jan 1988 – Business Advisor – Ayrshire Scottish Development Agency Pro-active business development and advisory service to clients on all areas of their operations -finance, marketing, production, quality, etc. Managing investment portfolio and developing new investment cases. Managing Enterprise Trust liaison and development within Ayrshire. Profile and reputation of Agency rose within area by pro-active approach. Investment and client activity increased four-fold in Ayrshire Innovative project to assist companies understand market development (NAME)
Title, Date Company / Institution Job Responsibilities Main Achievements	May 1984 to July 1985 – Project Coordinator / Depute Chief Executive Garnock Valley Development Executive Consultancy and advisory services to local companies. Established credibility of agency in area establishing positive linkages Over 400 cases assisted directly in first year of operation
Title, Date Company / Institution Job Responsibilities Main Achievements	Jan 1982 to April 1984 – Area Manager Designate Bradford & Bingley Building Society Re-entered financial services industry as manager at regional level in delivering courses on customer care and sales management/delivery. Introduced sales performance measures and training adopted at national level. Utilised as “trouble-shooter” to improve under-performing branches.
Title, Date Company / Institution Job Responsibilities Main Achievements	April 1976 to Jan 1982 – Service Development Manager Volvo Trucks (Great Britain) Ltd. Responsible for diverse range of subjects covering advice to Volvo Network on all aspects of service management, finance, marketing and management. Introduction of System Service and Contract Maintenance / Hire. Established new marketing and warranty system plus establishment and management of national and international conferences and technician competitions.
Title, Date Company / Institution Job Responsibilities Main Achievements	Sept 1969 to March 1976 - Senior Bank Officer / Assistant Manager Royal Bank of Scotland plc Following general bank training appointed Senior Bank Officer in Management Accounting Section. Finance, banking, overseas and money market experience. Involvement in pilot of MIS process established as standard by bank.

SUPPLEMENTARY TECHNICAL REFERENCES

The following tables show examples of work carried out of a wide variety and evidence that confirm that I can offer economic, business development and infrastructural expertise relevant to the position.

West Kilbride Craft & Design Town	<p>Contract title: Strategic Marketing & Business planning exercise</p> <p>Description of work carried out: Engine-Creative supported the West Kilbride community Initiative Ltd t/a WKCDT to prepare a strategic business plan and approach for the future. The exercise required initial research, community liaison and planning including detailed financial forecasts in the format of a five year plan. The exercise also identified potential resources and amended structural processes for the organisation,</p>
Dalmellington	<p>Contract title: Strategic Marketing & Business planning exercise</p> <p>Description of work carried out: Engine-Creative was requested to support a local community group looking to establish a new community health centre and gymnasium. Engine-Creative carried out market research, investigated similar facilities elsewhere in the UK and prepared an outline feasibility and planning exercise for the group, including details on organisational processes and structures.</p>
Three Towns Healthy Living Centre	<p>Contract title: Strategic Market planning exercise</p> <p>Description of work carried out: Following a failure of another consulting practice we were requested to support an assessment of market opportunities for a new Healthy Living Centre within the Three Towns of Ardrossan, Saltcoats and Stevenston. A series of focus groups, community surveys / consultation and open days took place that was collated into a report utilised to support a bid for lottery support. The project has been successful in its bids and is now providing health services with a focus on mental health and other priorities identified during the commission.</p>
Stirling Landfill Tax Trust (SLTT)	<p>Contract title: Marketing & Business Strategy</p> <p>Description of work carried out: Engine-Creative was appointed to support the Trustees of SLTT in establishing a revised strategic plan for the organisation. This involved a series of market research and interviews with stakeholders into the future plans. The result was an agreed strategy and plan for going forward that was enthusiastically endorsed by the Trustees. A proposal to merge three local DEBS that was a specific recommendation is currently being pursued.</p>
Kilmarnock Football Club / Scottish Enterprise / East Ayrshire Council	<p>Contract Title: Review of options for Football Academy and future strategy</p> <p>Description of work carried out: Review of strategic plans of club, options for business units and development of stadia to maximise income potential. Priorities agreed and established new sports club, major 4 star hotel and conference venue and other strategic priorities for operational aspects. Assessed options and optimal mix to assess return on investment and prepared submission for local organisations to consider support. Project agreed funding and implementation services provided. Management of professional team including construction specialists.</p>

North Ayrshire Council	<p>Contract title: Review of Business Support Mechanisms in area</p> <p>Description of work carried out: North Ayrshire Council had delivered a number of business services to local businesses, some delivered in-house and others through external sub-contract arrangements. They wished to review the effectiveness of the services, whether they met with the needs of businesses and whether current management arrangements were satisfactory. Engine-Creative won a CT and through a combination of questionnaires, visits and assessment of outputs established recommendations for the Council. The end result was that the revised strategic approach was endorsed and subsequently implemented.</p>
Scottish Enterprise	<p>Contract title: Review Scottish Food Sector NPD process & Support</p> <p>Description of work carried out: Engine-Creative was appointed to evaluate the success of Scottish Enterprise Food Team's New Product Development Support programme. This involved assessing the current approach, identifying improvements, research - online, telephone and face to face - with businesses & stakeholders including all participating LEC's and a review of existing NPD processes, outwith Scotland. The final report with the recommended improvements has been subsequently implemented. Added value was given through feed-back to the LEC's on identified issues for their local clients and appropriate actions identified.</p>
If required can provide but restricted due to client confidentiality	<p>Contract title: Project Management of Marketing, ICT and e-Comm project</p> <p>Description of work carried out: Project Management of a marketing and ICT initiative, following an earlier commission to support the company's business planning. The project involved liaison and co-ordination of five parties, including the client, to deliver effectively to the planned outcomes. The project required substantially more time commitment than originally forecast due to extraneous factors but JcB input was restricted by ourselves to the contracted levels.</p>
Ayrshire Business in the Community	<p>Contract title: Corporate Social Responsibility and Strategic planning</p> <p>Description of work carried out: Engine-Creative was commissioned by ABIC to review the opportunities for an awards process that would recognise businesses as investing in their communities. A substantial desk exercise supplemented by primary research through telephone, face to face meetings and focus groups with local businesses identified a desire for such a programme. As an added benefit established an initial assessment framework, piloted amongst businesses at present. Also established an initial draft business and financial plan for the project that is now in receipt of support from ERDF for three years to 2010. We provided a web presence as sponsorship.</p>
Scottish Enterprise Dunbartonshire	<p>Contract title: online database</p> <p>Description of work carried out: Engine-Creative won a CT to help develop an online database for business development services. This involved communication and formation of an outline strategic approach for the portal including liaison with the public partners within Dunbartonshire Economic Forum. The exercise was successfully concluded and as a result of the quality of service back-up Engine-Creative was commissioned to establish the online portal for the Business Gateway.</p>
Enterprise Ayrshire	<p>Economic Assessment & Management of Tourism Improvement Grants</p> <p>Description of work carried out: Commissioned to carry out an assessment of a support mechanism valued at over £500k. Exercise involved longitudinal evaluation, post support interviews and telephone surveys as to impacts from the programme. Resultant recommendations incorporated in new support policies and plans for the Tourism Sector including new innovative solutions.</p>