

## Job description / Person Specification

This post is part-funded by the European Regional Development Fund

Title Business Adviser	Department Place	Post Ref.
<b>Job Purpose</b>  To work with Nottinghamshire businesses, primarily SMEs, offering direct business advice and help them access a range of other specialist business support solutions including funding that will help drive performance improvement, facilitate growth and create new or safeguard existing jobs.		
<b>Key Responsibilities</b>  <ol style="list-style-type: none"> <li>1. Facilitate and receive referrals from businesses across Nottinghamshire from a wide range of sources but principally via the D2N2 Growth Hub, responding to leads and enquiries in a diligent and timely manner;</li> <li>2. Carry out structured diagnostics with clients, agreeing an action plan, offering advice and / or brokering in support as appropriate;</li> <li>3. Supplement referrals by proactively engaging with clients in 1:1 and occasional group activities as may be efficient / required;</li> <li>4. Utilise / update the D2N2 CRM with details of engaged clients to ensure that all activity and key data are fully recorded, in accordance with protocols;</li> <li>5. Through dialogue and positive relationships, make referrals to business support and funding programmes and private sector suppliers where this meets client needs and record this on the D2N2 CRM;</li> <li>6. Where clients are interested in accessing funding, review their business and the proposed project, advise on eligibility for available funding sources and assist potential applicants to</li> </ol>	<b>Key Accountabilities</b>  <ol style="list-style-type: none"> <li>1. To take personal and proactive responsibility for own performance;</li> <li>2. To be accountable for the effective delivery of the County Council's contribution towards the targets of the ESIF supported D2N2 Growth Hub programme;</li> <li>3. To be accountable for the service offered to Nottinghamshire business clients;</li> <li>4. To maintain a professional interest and on-going relationships with business support and finance providers operating across the County.</li> </ol>	

<p>overcome any barriers to applying to the respective Programme, coaching potential applicants to construct the business plan and structure of funding applications such that they meet the needs of funding providers;</p> <ol style="list-style-type: none"> <li>7. Account-manage clients during the lifetime of an agreed action plan;</li> <li>8. Build and maintain relationships with economic development and finance partners such as local authorities, networks, membership organisations, business support providers and LEP(s), attending meetings and raising awareness as appropriate;</li> <li>9. Collect intelligence and information with regard to the local economy and business advice activity and review gaps in service provision for the benefit of future business support strategies;</li> <li>10. Meet with the Project Manager and with other relevant colleagues at the County Council and Growth Hub to review performance against the agreed profile and expectations;</li> <li>11. Work closely with the Assistant Business Adviser, the wider County Council team and the Growth Hub and its partners</li> </ol>	
<b>The post holder will perform any duty or task that is appropriate for the role described</b>	

<b>Person Specification</b>	
<p><b>Education &amp; Knowledge</b></p> <ol style="list-style-type: none"> <li>1. Degree or professional qualification (SFEDI or equivalent banking/accountancy qualification) or evidence of equivalent continuing professional development</li> <li>2. A high standard of ICT skills including all Microsoft Office applications and web-based communications and related specialist finance packages</li> <li>3. High levels of numeracy sufficient to plan and analyse financial expenditure and interpret financial reports and forecasts</li> </ol>	<p><b>Personal Skills and General Competencies</b></p> <ol style="list-style-type: none"> <li>1. A high level of personal drive and commitment top excellent customer care and the ability to set an example for other staff.</li> <li>2. Strong interpersonal skills to gain the agreement and acceptance of others including colleagues, senior managers and customers.</li> <li>3. Ability to make decisions and solve problems to meet operational targets, involving devising solutions and prioritising the resources available.</li> </ol>

<ol style="list-style-type: none"> <li>4. A thorough understanding of business needs, motivations and critical success factors</li> <li>5. A high understanding of business accounting</li> <li>6. A practical and high level understanding of the implications of State aid in supporting businesses</li> <li>7. Excellent communication skills, both written and oral</li> <li>8. Knowledge and experience of economic development and business support issues and the national and local policy framework</li> <li>9. Extensive knowledge of the factors (both positive and negative) that affect the success of business start up and growth</li> </ol>	<ol style="list-style-type: none"> <li>4. Ability to meet agreed objectives and delivery targets by the effective use of resources.</li> </ol>
<p><b>Experience</b></p> <ol style="list-style-type: none"> <li>1. Minimum of 3 years experience of account management and delivery of high quality business advice to SMEs</li> <li>2. Experience of a successful role in a finance environment working with SMEs</li> <li>3. Demonstrable and tangible experience in successfully establishing action plans for SME business growth and their implementation</li> <li>4. Experience of negotiation and offering a credible, confident and persuasive approach to business advice</li> <li>5. Experience of delivering externally funded projects</li> <li>6. Experience of working with key partners and stakeholders across all sectors to support, promote and develop economic development and business support activity</li> <li>7. Experience of working independently with minimal supervision</li> <li>8. Experience of writing clear and concise narrative and performance reports</li> <li>9. Well-developed coaching, mentoring and motivational skills</li> <li>10. Experience of using CRM systems or a demonstrable ability to learn quickly and become familiar with new software and processes</li> </ol>	

<b>Role Dimensions</b> <ol style="list-style-type: none"> <li>1. The post is line managed by the Senior Economic Development Officer. This may be amended under consultation;</li> <li>2. There may be direct line management responsibilities attached to this post, as required by the programme and in line with the County Council's delegation by the line manager;</li> <li>3. The post will be monitored in terms of the relationship with the approved ESIF award, notably on the basis of the targets and expectations of the awarding body and the partners;</li> <li>4. The post is for a fixed term up to 31<sup>st</sup> March 2022.</li> </ol>	

Date – January 2019