





Role Description Form

Job Title: Business Growth Advisor

Job Holder(s):

Sub Department:Business Support Services

Department: Science Park

Responsible to (title and name): Business Ready Programme Manager.

Responsible for (title and numbers): NA

Job Purpose: To support the growth of existing tenants and regional technology / knowledge based SMEs by providing a range of interventions to support business growth with specialist expertise in access to funding.

Support the Programme Manager in achieving successful delivery of the Business Ready programme, ensuring it meets the needs and obligations of all partners. Rapid and relevant responses to enquiries are a hallmark of the UWSP offer.

Work collaboratively with Warwickshire County Council's (WCC) Economic Growth team to provide access to finance advice to businesses and support applications to appropriate grant funding opportunities across the county.

The post holder will be required to work two days a week within the Economic Growth Team at Warwickshire County Council supporting the work of grant funding schemes and providing specialist advice on a range of appropriate interventions.

Principal Accountabilities

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This section contains the same information as the 'Duties and Responsibilities' of the Job Description

Delivery of the Business Ready programme of business growth support for tech-based and knowledge intensive companies

Client engagement and management:

30%

- To create awareness in regional SMEs of the importance of planning for business growth and to help these businesses with access to funds, skills, markets, incubation and other support
- Engage with the Owner/Proprietor/MD's of existing clients and other technology/knowledge based SMEs on business growth issues.
- Undertake client diagnostics to diagnose client needs and to identify suitable interventions using internal or external resources.
- Influence clients regarding action and work with clients to develop business growth plans.
- Support clients in sourcing/ utilising any available external providers. Managing the ongoing relationship for this, working in collaboration with colleagues and external providers.
- The self-generation and management of a portfolio of clients

Business Ready Advice, mentoring and coaching delivery:

40%

Date completed	







- Provide wide-ranging mentoring, advice and coaching to companies on the Business Ready programme
- Work with colleagues to provide coaching and mentoring interventions to their clients as required.
- Work with the Innovation Centre Managers and other regional partners to evaluate the eligibility of potential clients for incubation services and guiding them through the application process.

10%

Compliance/Review/Governance

- Review draft bids for colleague/client projects for funding of Business Growth activities via appropriate programmes and projects
- To work with the finance team on the generation of quarterly claims and reports.
- To ensure appropriate operational processes and procedures are in place and followed for all client engagements to ensure compliance with UWSP, WCC and ERDF grant requirements.
- Maintain efficient and robust administration and project delivery processes and signoff, supported by the Administrator.

Marketing/ Business Development (events, speaking, networking)/partner engagement

20%

- Support WCC and other regional stakeholders on the promotion, engagement and evaluation of the wider programme, representing the programme and UWSP at events and steering meetings.
- Provide content for digital and social media presence, including website, Twitter and LinkedIn

To be active in working with the Growth Hub, Chamber of Commerce, LEPs, other regional intermediaries and networks, to promote Business Ready and related UoW activities.

Knowledge, Skills and Experience

This section contains the same information as the Person Specification

This section contains	the same information as the Person Specification						
Qualifications	Degree or equivalent						
Professional	Member of a relevant professional body						
Qualifications							
Previous Experience	 Professional experience in supporting clients to access funding and business support essential 						
	 Personally delivered an extensive range of business advisor, coaching and mentor services to tech-based or knowledge intensive SME's 						
	 Generation of effective networks to both promote a programme and recruit clients. 						
	 Specific experience of delivering outputs under ERDF or equivalent funding programmes. 						
	Desirable:						
	Experience starting up, running and growing a business						
	Experience delivering workshops						
Knowledge and Skills	Knowledge of:-						
	 A thorough understanding of how small businesses operate and an 						
	understanding of the fiscal and innovation challenges faced by them.						

Date completed	







	 A good working knowledge of the principles of, and good practice in: Grant regimes and processes, Financial management Good working knowledge of the support for SME & micro SME business innovation activities provided by publicly funded organisations such as the LEP, BEIS, InnovateUK etc. Excellent organisational skills, including the ability to plan and prioritise work effectively Strong communicator with good interpersonal skills including an ability to address a wide range of audiences Skills with Microsoft products and the ability to work in an accurate and detailed manner. Appreciation of the technical aspects of clients' products. Ability to network effectively with large and small companies, trade bodies and local business organisations and UK trade organisations such as DIT. Desirable:
	 Specialist experience in accessing finance Practical skills using Digital Marketing tools Current knowledge of recruitment techniques and law An understanding of university services and working practices
	 Marketing in both B2B and B2C environments.
Other Information	 Experience of a broad range of companies and technologies to be able to quickly assess what is viable and to formulate that into a workable growth plan Experience of a wide range of SME's along with the ability to empathise and quickly develop trusted relationships with a wide range of clients and colleagues. Ability to work outside normal hours on occasions.
Dimensions	Ability to work outside normal mours on occasions.
Financial	Programme budget - ~£1m over three years relies on output profile being achieved which this role forms a substantial resource element.
Operational	The Business Ready team will engage with over 200 clients to December 2018. This role will require engagement with around 60 clients and portfolio management of around 35 clients. Working with a pipeline of potential clients for Warwickshire based funding opportunities.
Staffing – Supervision Given	None: guidance provided to the programme administrator on demand for the execution of various tasks.
Staffing – Supervision Received Planning and Organisi	Formal monthly review meeting with the programme manager and daily/weekly informal as required. This post will be subject to a two-day per week secondment to Warwickshire County Council based in the Economic Growth team in Warwick. Formal monthly review meetings with the WCC Programme Manager and weekly informal supervision as required.

Date completed	
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What is	What is the furthest ahead the job has to plan?											
Daily		Weekly	/	Monthly		Quarte	rly		Annually		Longer	х
Which P Account this rela	abilit	y does	Busi	ness Ready P	rogra	mme De	livery	1				
			mple o	of the work t	he po	st plans	in adv	anc	e (using the lor	nges	t timescale).	
Allocation	on and	d resourc	e utili	sation to try	and r	maximise	a con	ısist	tent level of del	liver	y of the 12-18m elivered to prof	
Commu	nicati	on										
organisa with pot services	ations tentia , with	to gathe I clients t clients t	er mar to mal o deliv	ket intelliger ke them awa	ice; w re of and p	vith colles UWSP's, practical l	agues UoW	to d		s sup Cou	•	
Decision	n Mak	ing										
Typical (Decisi	on	Determining the appropriate interventions for a client and deciding how to source the relevant support or funding via Business Ready or another appropriate route.									
Most Co	mple	х	Revi	ew of under	erfor	ming clie	ent coi	mpa	any to make a r	reco	mmendation to	
Decision	1		continue with a revised plan or stop further support.									
Supplem		ry										
Special circums	tance	S	Post-holder will be seconded to WCC for two days a week.									
Signature	es:			Signed				ı	Printed			
Head of Department												
Line Man	ager											
Job holde	er/s											

Date completed	