



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

Support the Programme Manager in achieving successful delivery of Business Growth programmes, ensuring they meet the needs and obligations of all partners. Rapid and relevant responses to enquiries are a hallmark of the UWSP offer.

Principal Accountabilities	%
This section contains the same information as the 'Duties and Responsibilities' of the Job Description	
Delivery of business growth support for tech-based and knowledge intensive companies	
<p>Client engagement and management:</p> <ul style="list-style-type: none"> ▪ 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 determine 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 	30%
<p>Business Advice, mentoring and coaching delivery:</p> <ul style="list-style-type: none"> ▪ Provide wide-ranging mentoring, advice and coaching to companies on Business Growth programmes ▪ 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. 	40%

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<p>Compliance/Review/Governance</p> <ul style="list-style-type: none"> ▪ 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 and all grant requirements. ▪ Maintain efficient and robust administration and project delivery processes and sign-off, supported by the Administrator. 		10%
<p>Marketing/ Business Development (events, speaking, networking)/partner engagement</p> <ul style="list-style-type: none"> ▪ Support 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. 		20%
Knowledge, Skills and Experience		
This section contains the same information as the Person Specification		
Qualifications	<ul style="list-style-type: none"> ▪ Degree or equivalent 	
Professional Qualifications	<ul style="list-style-type: none"> ▪ Member of a relevant professional body 	
Previous Experience	<ul style="list-style-type: none"> ▪ Professional experience in supporting clients to access funding and wider business support is 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. <p>Desirable:</p> <ul style="list-style-type: none"> ▪ Experience starting up, running and growing a business ▪ Experience delivering workshops 	
Knowledge and Skills	<p>Knowledge of:-</p> <ul style="list-style-type: none"> ▪ A thorough understanding of how small businesses operate and an understanding of the fiscal and innovation challenges faced by them. ▪ A good working knowledge of the principles of, and good practice in: grant regimes and processes, business planning, financial management, business growth ▪ 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. 	

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	<ul style="list-style-type: none"> ▪ 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. <p>Desirable:</p> <ul style="list-style-type: none"> ▪ Specialist expertise in accessing finance and/or marketing ▪ Working in international markets ▪ 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	<ul style="list-style-type: none"> ▪ 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												
Financial	Programme budget - ~£1m over three years relies on output profile being achieved which this role forms a substantial resource element.											
Operational	The Business Growth team will engage with over 200 clients each year. This role will require engagement with a portfolio of around 60											
Staffing – Supervision Given	None: guidance provided to the programme administrator on demand for the execution of various tasks.											
Staffing – Supervision Received	Formal monthly review meeting with the programme manager and daily/weekly informal as required											
Planning and Organising												
What is the furthest ahead the job has to plan?												
Daily	<input type="checkbox"/>	Weekly	<input type="checkbox"/>	Monthly	<input type="checkbox"/>	Quarterly	<input type="checkbox"/>	Annually	<input type="checkbox"/>	Longer	<input type="checkbox"/>	x
Which Principal Accountability does this relate to?	Business Ready Programme Delivery											
Please provide an example of the work the post plans in advance (using the longest timescale).												
Allocation and resource utilisation to try and maximise a consistent level of delivery of the 12-18m action plan for each company over the programmes to ensure outputs are delivered to profile.												

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European Union

European Regional
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University of Warwick
Science Park

Communication	
Networking with external agencies such as the Chamber of Commerce to source suitable leads; with organisations to gather market intelligence; with colleagues to deliver business support programmes; with potential clients to make them aware of UWSP's and UoW services, with clients to deliver strategic and practical business growth interventions. Develop and maintain Social Media presences	
Decision Making	
Typical Decision	Determining the appropriate interventions for a client and deciding how to source the relevant support or funding.
Most Complex Decision	Review of underperforming client company to make a recommendation to continue with a revised plan or stop further support.
Supplementary information	
Supplementary information	This role may be f/t or p/t and there may be periods of secondment to other partners. Differing specialist skills requirements may be advertised, dependent on the needs of the individual role.
Special circumstances	

Signatures:

Signed

Printed

Head of Department

Line Manager

Job holder/s

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