



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	%
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: <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 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 	30%
Business Ready Advice, mentoring and coaching delivery:	40%

Date completed	
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	<ul style="list-style-type: none"> ▪ 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. <p>Desirable:</p> <ul style="list-style-type: none"> ▪ 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	<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	<p>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.</p> <p>Working with a pipeline of potential clients for Warwickshire based funding opportunities.</p>
Staffing – Supervision Given	None: guidance provided to the programme administrator on demand for the execution of various tasks.
Staffing – Supervision Received	<p>Formal monthly review meeting with the programme manager and daily/weekly informal as required.</p> <p>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.</p>
Planning and Organising	

Date completed	
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What is the furthest ahead the job has to plan?											
Daily		Weekly		Monthly		Quarterly		Annually		Longer	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 three year program to ensure outputs are delivered to profile.											
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, UoW and Warwickshire County Council's 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 via Business Ready or another appropriate route.									
Most Complex Decision		Review of underperforming client company to make a recommendation to continue with a revised plan or stop further support.									
Supplementary information											
Special circumstances		Post-holder will be seconded to WCC for two days a week.									

Signatures:

Signed

Printed

Head of Department

Line Manager

Job holder/s

Date completed	
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