# Role Description Form

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| **Job Title:** | Business Support & Marketing Assistant |
| **Job Holder/s:** |  |
| **Sub Department:** | Minerva |
| **Department:** | University of Warwick Science Park |
| **Responsible to (title and name):** | Head of Minerva |
| **Responsible for (title and numbers):** | 0 |

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| **Job Purpose:** | To work with the Head of Minerva to plan, implement and support the development of Minerva including the administration of the delivery and marketing of their offering, building relationships with a wide range of organisations and people and also to help to ensure that Minerva meets its long-term plan. |

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| **Principal Accountabilities** | | | | | | | | | | | | | **%** | |
| * Work with Head of Minerva in the delivery of its strategic objectives and long-term plan which consists of the following key elements: - * Operational   + For companies: log their information on the CRM, monitor their documentation submission requirements, follow up investment made into said companies, including requesting they disclose any investments made. Monitor payments, fees due and alert the head of Minerva on any debt related issues   + For investors: track those expressing an interest in investing, any angel investment made, manage their subscriptions and their annual registration including signing the requisite self-certification certificate.   + For events; organise events including: arranging room bookings, catering, preparation of the agenda, mail chimp attendees, produce signing in sheets, liaise with other related third parties and assist with any other logistical requirements.   + Plan and manage the events calendar for Minerva including liaising with other departments of the University and other Minerva partners.   + Assist in the compliance requirements for an Angel Network to operate under the exemption rules afford to it by the Financial Conduct Authority   + Assist the Head of Minerva in diarising their schedule and attending Minerva Investment group meetings on their behalf if required (which will include travelling to other locations in the UK). * Marketing   + Key marketing activities will include assisting in the marketing of Minerva, implementation of its digital marketing strategy, management of the Website, Social media, Angel platform and preparation of any literature required. * Financial   + Ensure that all related financial administration (purchase requisitions, invoice payments) is processed promptly and the preparation of any data as required for any metrics requested. * Administration   + Maintain all administration systems and keep up to date all records.   Perform ad-hoc duties from time to time, as requested by the Head of Minerva | | | | | | | | | | | | | 65    20  5  10 | |
| **Knowledge, Skills and Experience** | | | | | | | | | | | | | | |
| Qualifications | | | | Degree level education or equivalent [D], NVQ3/ “A” levels and/or equivalent work experience [E] | | | | | | | | | | |
| Professional Qualifications | | | | Sales and/or marketing professional qualification [D] | | | | | | | | | | |
| Previous Experience | | | | Significant experience and a track record of effective support of busy senior managers with high level/high volume external and internal responsibilities  Experience of sales/ customer service in an organisation  Proven organisational and planning skills and the ability to work to clear objectives and specific deadlines  Track record in project /event management  Ability to work on own initiative with equal ability to work as part of a team | | | | | | | | | | |
| Knowledge and Skills | | | | The ability to establish and maintain exceptional working relationships with the confidence to deal with all levels of individuals including Senior Executives and High Net Worth Individuals.  A high standard of inter-personal and communication skills with excellent attention to detail including written and verbal.  Excellent organisational and planning skills and the ability to work to clear objectives and specific deadlines.  Flexibility and ability to work effectively under pressure.  Willingness to use and apply their initiative within an agreed framework.  Competent at using office software packages including Word, Excel, PowerPoint and CRM databases and the internet as a resource tool  Strong focus on accuracy and attention to detail. | | | | | | | | | | |
| Other Information | | | | The development of a wide range of effective relationships has been identified as a strategic imperative for Minerva. This post is critical in building that capability. Potential relationships will encompass major investment houses, Venture Capitalist, Venture Capitalist Trusts, local SMEs, Start-Up organisations and High Net Worth Individuals, | | | | | | | | | | |
| **Dimensions** | | | | | | | | | | | | | | |
| Financial | | | | Preparation and monitoring of financial administration relating to the management of the companies and investors associated with Minerva | | | | | | | | | | |
| Operational | | | | Advance planning to ensure effective use of senior managers’ time. Shorter-term planning and flexibility and adaptability is key, as is the ability to respond professionally to the needs of the companies and investors. | | | | | | | | | | |
| Staffing – Supervision Given | | | | Responsible for liaison and co-ordination with the University of Warwick Science Park team, other partners of Minerva – including other Universities and the wider University to ensure co-ordinated professional interface to all external organisations | | | | | | | | | | |
| Staffing – Supervision Received | | | | Minimal – ability to act autonomously in line with guidelines from senior managers. | | | | | | | | | | |
| **Planning and Organising** | | | | | | | | | | | | | | |
| What is the furthest ahead you have to plan? Which Principal Accountability does this relate to?  …………………………………………………………………………………………………………………… | | | | | | | | | | | | | | |
| Daily |  | Weekly | | |  | Monthly |  | Quarterly |  | Annually | √ | Longer | |  |
| Please provide an example of the work the post plans in advance (using the longest timescale) | | | | | | | | | | | | | | |
| Work with the Head of Minerva on annual targeted business development plans to optimise its service offering and support its growth. Provide executive summaries/briefings for senior management as requested and organises an end of year event involving over 100 attendees, around 30 companies and the participation of our various University partners.  Work with the Head of Minerva on Pitchfest, its planning and implementation | | | | | | | | | | | | | | |
| **Communication** | | | | | | | | | | | | | | |
| Strong communication skills essential. The post holder will be required to meet with High Net Worth, Senior executives from the investment community, small medium enterprises (SMEs) and start-ups. This necessitates convincingly explaining the relevance and attractiveness of the Minerva offering and requires good business insight and confident communication skills. | | | | | | | | | | | | | | |
| **Decision Making** | | | | | | | | | | | | | | |
| Please provide an example of a typical decision made in this job, and of the most complex.  **Typical**  Organise events on a monthly basis, typically four to five events per month, across various locations, ensure all the documentation is in orders; signed agreements from the companies, Minvera’s summary has been completed, they are boarded onto our angle portal, attendances are confirmed and catering is organised.  **Complex**  They are managing the conflicting demands, volume and needs of the role, from event management to managing a diverse and complex portfolio of companies and investors with differing needs and challenges. It is critical that the post holder is willing and able to use and apply their initiative within an agreed framework. | | | | | | | | | | | | | | |
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| Supplementary information | | |  | | | | | | | | | | | |
| Special circumstances | | | The role involves working some evenings and weekends and off-campus plus UK travel | | | | | | | | | | | |

## Signatures:

Signed Printed

## Head of Department

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## Line Manager

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## Job holder/s ----------------------------- ---------------------------

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