



**European Union**  
European Regional  
Development Fund

UNIVERSITY OF WARWICK  
**SCIENCE PARK**

## PERSON SPECIFICATION

**POST TITLE:** **Business Growth Adviser – specialisation could include *A2F, Digital and Enabling Technologies, Process Improvement, or Market Development and Change***

**DEPARTMENT:** **University of Warwick Science Park Ltd**

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. We are looking for a range of skills across the team; successful candidates are likely to have specialisation in at least one of the identified specialism. The team will be selected on ability and achieving a balance of skills and experience across a range of business disciplines and industries.

<b>REQUIREMENTS</b>	<b>ESSENTIAL (E) OR DESIRABLE (D) REQUIREMENT</b>	<b>MEASURED BY:</b>
The postholder must be able to demonstrate:	(*depending on key specialisation)	a) Cover letter b) Interview c) Presentation

**Knowledge:**

A thorough understanding of how small businesses operate and an understanding of the economic and innovation challenges faced by them.	E	A, B, C
Understanding of the issues affecting growth businesses.	E	A, B
Experience of a broad range of companies and technologies to be able to quickly assess what is viable and to formulate a growth action plan	E	A, B
Good working knowledge of the principles of, and good practice in: Grant regimes and processes, Financial management	D*	A, B, C
Good working knowledge of support available for SME & micro SME business innovation activities provided by publicly funded organisations such as the LEP, BEIS, InnovateUK etc.	D*	A, B
Good working knowledge of digital and enabling technologies (for example: 5G, AI/ML, CAV, etc) and support provided by publicly funded organisations such as the LEP, BEIS, InnovateUK, etc.	D*	A, B
Good working knowledge of market development or change management and relevant business or project	D*	A, B

tools		
Skilled in the use of Microsoft Office products and ability to work in an accurate and detailed manner.	E	A, B, C

### Skills:

Ability to assess client needs quickly and effectively and to recommend appropriate support based on the client's abilities, capacity and motivation	E	A, B
Excellent organisational skills, including the ability to plan and prioritise work effectively	E	B
Strong communicator with good interpersonal skills including an ability to address a wide and diverse range of audiences	E	A, B, C
Team player with ability to adapt communication style as appropriate	E	A, B
Ability to network effectively with large and small companies, trade bodies and local business organisations and UK trade organisations such as DIT	E	A, B

### Experience:

Professional experience in supporting clients to access funding and business support	E	A, B, C
Delivered a range of business advisor, coaching and mentor services to tech-based or knowledge intensive SME's	E	A, B
Generation of effective networks to promote a programme and recruit appropriate clients.	E	A, B
Specific experience of delivering outputs under ERDF or equivalent funding programmes.	D	A, B
Experience OF starting up, running and growing an SME business	D	A, B
Experience delivering workshops	D	A, B, C
Provide content for marketing of services, including through digital media	D	A, B, C

### Qualifications:

Graduate in Science, technology or business related topic	E	A
Recognised qualification in coaching, mentoring or advisory delivery	D	A
Membership of a relevant professional body	D	A