



Job Description

For Non-Streamlined Positions

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties.

Role Details

Job Title:	Senior Business Growth Advisor	JEID	N0232
Salary Grade:	N		
Team:	Economy and Skills		
Service Area:	Communities		
Primary Location:	Barrack Street, Warwick		
Political Restriction	This position is not politically restricted.		
Responsible to:	Delivery Lead, Business Growth Investment		
Responsible for:			

Role Purpose

To provide specialist advice and support to businesses to help them locate, grow and prosper within Warwickshire, and to lead the day-to-day management and co-ordination of a small team of Business Growth Advisors. The post will play a key role in enabling Warwickshire to be seen as a business friendly location, with the best environment to help businesses access the support they need to grow. In particular, the role will focus on:

- Co-ordinating and supervising a team of advisors to engage and work with businesses within Warwickshire to understand and help develop their growth plans, identifying how Warwickshire County Council and our partners can help support them on their growth journey.
- Providing specialist access to finance support, particularly around supporting growth-orientated businesses to access grant and loan funding.
- Play a key role in effective delivery of the County Council's business support programmes including the Warwickshire Recovery Investment Fund (WRIF)
- Supporting investment into the county, and helping shape and inform business support policy and provision across Warwickshire based on business intelligence and feedback.

The post is part funded by the European Regional Development Fund (ERDF)

Role Responsibilities

- To lead the day-to-day management and co-ordination of business growth programmes, ensuring effective use of our resources and ensuring we meet the needs and requirements of our business community.
- Leading interactions with senior leaders and financial directors across a range of Warwickshire businesses to advise on the most appropriate source of finance to support their growth plans, including enabling a pipeline of suitable applicants to the WRIF
- Lead negotiations with business leaders, and Finance and Legal colleagues to agree an appropriate set of terms to allocate loan finance from the WRIF and manage a robust and compliant process to collect, review and appraise all appropriate supporting information
- To be responsible and accountable for the County Council achieving its targets with relation to the ERDF business support programmes and ensuring a strong flow of high-quality applications to the Warwickshire Small Business Grants Programme.
- To undertake pro-active outreach and engagement with businesses to understand their business plans and support them to achieve their growth potential and invest within Warwickshire.
- Maintain relationships with companies to track impacts, explore further support and keep them strategically engaged with the County Council.
- Maintain a high level of specialist knowledge with regards to access to finance provision in the county, and support programmes available to businesses, and particularly more complex funding opportunities (such as equity finance & venture capital).
- Provide detailed support to businesses to help them develop their plans, giving assistance where needed and appropriate, and linking with other support providers as required.
- To be responsible and accountable for the delivery of the outputs required under ERDF business support programmes, ensuring that activity undertaken is eligible and that all necessary evidence and paperwork is produced and retained.
- Develop and maintain strong relationships with key partners and business support providers to keep abreast of current provision and support available, and to broker businesses into the best form of support available to meet their needs.
- Work with local partners to provide and promote an integrated and co-ordinated access to finance service for Warwickshire businesses.
- Act as an ambassador for Warwickshire to the business community, promoting the county as a great place to do business, and Warwickshire County Council as a local authority who actively helps and supports economic growth.
- Ensure the development of regular, high quality news stories/press releases/promotional materials highlighting the work of the team and the County Council in supporting business growth, working in partnership with other relevant stakeholders to promote a coherent and integrated package of support for businesses.
- To work with the Lead Commissioner (Business & Economy) and Business Growth Investment Delivery Lead to develop a strategic approach to business support, identifying key priorities and potential gaps/ areas of market failure that need to be addressed through experience of working directly with the business community.
- Ensure the team develop and maintain effective records/ information regarding business needs within Warwickshire to provide a stronger evidence base to inform future delivery/provision, monitoring interest and take-up of support by businesses.

- To work with the Lead Commissioner (Business & Economy) and Business Growth Investment Delivery Lead to lead the County Council's work with partners, policy makers, business networks, sector networks, etc. to identify future business support needs, and help develop appropriate local policy responses.
- To provide support to organising and hosting tours from overseas posts and investors, help develop compelling offers to potential investors, and taking the opportunity to showcase Warwickshire as a place to invest and locate.
- Deliver presentations/ attend workshops & events to promote and encourage business support and access to finance.
- To maintain personal and professional development to meet the changing demands of the job and to participate in appropriate training activities.
- To work with the Business Growth Investment Delivery Lead to oversee the work of the Business Growth Advisors and (where appropriate) other staff in the team.
- To deputise for the Business Growth Investment Delivery Lead as required.
- To undertake such other duties, training and/ or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of this job.

Section B: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

Essential Criteria

Assessed By:

Degree in a relevant subject or significant experience (at least 5 years) within a relevant discipline	A / I
At least 5 years' senior experience of working in business support and access to finance activity (or similar)	A / I
Strong experience of working with companies at a senior level	A / I
Detailed understanding of finance issues for small and medium sized businesses, and opportunities for investors and companies	A / I / P
Significant experience of access to finance programmes and providing specialist advice to businesses	A / I / P
Ability to communicate confidently with senior managers and business owners, and develop strong and sustainable relationships	A / I
Strong stakeholder management skills, able to build and maintain lasting and effective relationships across private and public sector	A / I / P
Experience of securing significant investment through financing (either directly or for an external business/organisation)	A / I
A creative thinker, able to identify opportunities and solve problems	A / I
Experienced and able in the communication of information through press releases, newsletters, direct mail and modern media	A / I

Ability to lead and manage small teams	A / I
Strong ability to present to senior officials, investors and funders	A / I / P
Experience of delivering presentations to a large audience	A / I / P

Desirable Criteria

Assessed By:

Awareness and understanding of the current business support landscape in the local area	A / I
Knowledge of the access to finance options and opportunities for businesses in Warwickshire	A / I
Project management skills	A
Recognised qualification/accreditation for the provision of business support or financial advice	A

Section C: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and the potential hazards and risks that may be faced.

Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities for your role as specified within Warwickshire County Councils Health and Safety Policy, and all other relevant health and safety policies, arrangements, procedures, systems of work as specified for the post/ role.

Potential Hazards & Risks

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked). The purpose of recording this information on the job description is so that the health status of the potential and actual post-holders can be assessed with regard to the significant hazards and risks. These hazards and risks should be based on the appropriate activity, process and/or operation risk assessment whereby all of the significant risks are identified, recorded and appropriately controlled. The list below is therefore not an exhaustive list because it is the risk assessment that details all significant risks that could arise out of or in connection with the work activity, but any others will be identified in the 'other' section.

<input checked="" type="checkbox"/> User of Display Screen Equipment (DSE)	
<input type="checkbox"/> Provision of personal care on a regular basis	<input type="checkbox"/> Driving HGV or LGV for work
<input type="checkbox"/> Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects	<input type="checkbox"/> Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or WCC vehicle for work purposes)
<input type="checkbox"/> Working at height/ using ladders on a regular/ repetitive basis	<input type="checkbox"/> Restricted postural change – prolonged sitting
<input type="checkbox"/> Lone working on a regular basis	<input type="checkbox"/> Restricted postural change – prolonged standing
<input type="checkbox"/> Night work	<input type="checkbox"/> Regular/repetitive bending/ squatting/ kneeling/crouching
<input type="checkbox"/> Rotating shift work	<input type="checkbox"/> Manual cleaning/ domestic duties

<input type="checkbox"/> Working on/ or near a road	<input type="checkbox"/> Regular work outdoors
<input type="checkbox"/> Significant use of computers (display screen equipment)	<input type="checkbox"/> Work with vulnerable children or vulnerable adults
<input type="checkbox"/> Undertaking repetitive tasks	<input type="checkbox"/> Working with challenging behaviours
<input type="checkbox"/> Continual telephone use (call centres)	<input type="checkbox"/> Regular work with skin irritants/ allergens
<input type="checkbox"/> Work requiring hearing protection (exposure to noise above action levels)	<input type="checkbox"/> Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres)
<input type="checkbox"/> Work requiring respirators or masks	<input type="checkbox"/> Work with vibrating tools/ machinery
<input type="checkbox"/> Work involving food handling	<input type="checkbox"/> Work with waste, refuse
<input type="checkbox"/> Potential exposure to blood or bodily fluids	<input type="checkbox"/> Face-to-face contact with members of the public
<input type="checkbox"/> Other (please specify):	