

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Business Adviser

South Midlands Growth Hub

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

This role is working in the Hosted function of the South Midlands Growth Hub of behalf of the South Midlands Authorities.

The
**South Midlands
Growth Hub**

Connected Business Support



West
Northamptonshire
Council

Purpose and impact:

- To deliver one-to-one advice and guidance to Owners and Managers of SMEs based Bedfordshire, Milton Keynes and Northamptonshire through core Growth Hub activity including grant application support and through any future business support project activity.
- Business development – Identifying and engaging with local business who could participate in Growth Hub projects.
- Diagnostic and Action planning – working with clients to understand their business in terms of its opportunities, its scalability and any barriers to growth. This will involve using one or more diagnostic tools and developing customised action plans which are 'owned' by the business and its management.
- Account Management – Managing a portfolio of clients from within the Growth Hub services and programmes. This includes building relationships with clients, taking a holistic approach to diagnosing their business needs, action planning including recommending appropriate support through appropriate programmes, workshops and maintaining on-going relationships with a portfolio of SMEs.
- To engage with clients to holistically determine their business situation, stage, issues, challenges and objectives by conducting an interrogative diagnostic process to help highlight needs and subsequently prioritise the action to be taken.
- To provide the clients with information, advice and guidance they need as and where appropriate; work with clients to determine their priorities and the next steps/action to be taken and introduce clients to delivery partners according to their business stage and needs.
- To help businesses with the region to be as resilient as possible and help them highlight any risks to their businesses and support them to take appropriate actions.

Accountable to:

This role is accountable to the Business Adviser Team Leader and does not have any line management responsibility.

The role sits within the Growth Hub Team, part of the Place Making Directorate in West Northamptonshire Council.

Responsibilities:

1. To act as a credible, strategic adviser to a portfolio of businesses from small start-up SMEs to larger mid-sized businesses. To support those clients through advice, provision of information, diagnostics and brokerage, referrals and introductions to other support organisations as appropriate.
2. Identify and proactively follow up potential leads, including through attendance at networking events and to create new lead opportunities for supporting business within the Growth Hub.
3. Support the local awareness of the role of the SEM Growth Hub "as the place to go" by engaging with local stakeholders and taking part in local business support networks.
4. Undertake with clients an analysis of information and development needs through an interrogative diagnostic including understanding their resilience to potential economic shocks.
5. Formulate action plans that will address these needs and encourage growth and development of the business, ensuring the customer's full understanding of the analysis, diagnosis, priorities and options and their 'ownership' of their action plan.
6. Help the customer to identify and secure external funding, loans or grants, where available and refer them to other business support providers, as appropriate, to support delivery of the action plan. Provide application writing support for any Growth Hub delivered grant schemes.
7. Develop longer term account management approach and client relationships and work proactively with clients according to need, to include continual review of action plans and follow-up activities ensuring progression to a successful output.
8. Record the customer's journey using the customer relationship management (CRM) system.
9. Actively organise and/or support Growth Hub led workshops and deliver / facilitate workshops where appropriate.

10. Undertake personal development to improve performance and maintain knowledge for the benefit of advising and supporting businesses, for example in using information sources or understanding legislative issues.
11. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
12. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Ability to work under own initiative, prioritising workload accordingly.	Essential	A, I
Ability to develop and maintain strong working relationships with a wide range of partners, including internal and external stakeholders and develop a positive personal and organisational profile and build relationships to a very high level.	Essential	A, I
The ability to provide credible business advice to a wide range of individuals from diverse backgrounds and at various stages of their business' development.	Essential	A, I
Effectively skilled at presenting and delivering high-profile reports/presentations to audiences internally and externally across all seniority levels.	Essential	A, I, P
Excellent written and oral communication skills	Essential	A, I, P
Ability to use a customer relationship management (CRM) system to document business engagement activity and account plans	Essential	A
Able to recognise business opportunities across a range of business sectors.	Desirable	A, I
Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential	A
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	A

Knowledge:	Essential / Desirable	Measured by
Knowledge of business issues and the opportunities and difficulties faced by SME's including issues relating to business growth, resilience and inward investment	Essential	A, I
General knowledge of business management including financial management, marketing and sales, pricing and product/service validation, change/transformation management	Essential	A, I
Knowledge of the business life-cycle, growth and the barriers therein.	Essential	A, I
Knowledge of the wider business environment, trends, forthcoming legislation and the cultural differences that may impinge on business ownership etc.	Essential	A, I
Knowledge and understanding of the dynamics and complexities of the public sector and specifically the local government environment and its impact on service provision, staff and relationships with key stakeholders.	Desirable	A, I

Relevant experience:	Essential / Desirable	Measured by
Experience of conducting face-to-face and telephone interviews with customers	Essential	A, I
Experience of designing, leading, negotiating, influencing and delivering complex partnerships / projects	Essential	A, I
Experience in delivering economic development/business support services.	Essential	A, I
Experience of account management, preferably working with similar organisations – particularly SME within the region	Essential	A, I
Experience of developing effective relationships with customers, business support providers and other stakeholders	Essential	A, I
Experience of public funded business support programmes.	Desirable	A, I

Experience advising companies in a non-sales capacity.	Desirable	A, I
Experience of running and/or starting a small business	Desirable	A, I

Education, training and work qualifications:	Essential / Desirable	Measured by
Recent experience in either general management or in a specialist business function (marketing, ICT, manufacturing, HR or finance)	Essential	A, D
Relevant qualification such as Small Firms Enterprise Development Initiative (SFEDI) or equivalent experience e.g. economic development, geography or comparable attainment by experience	Essential	A, D
Project management qualification eg Prince2, Agile	Desirable	A

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Additional pre-employment checks specific to this role include:

None required.

Day-to-day in the role:

Hours:	37	Primary work base:	South Midlands
Job family band:	7	Worker type:	Flexible
Salary range:	£38,234- £40,778	Budget responsibility:	None
People management responsibility:	None		

Working conditions & how we work:

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 4 days a week (including from home).

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture.”

Should you require this document in another format or language, please contact: Careers@westnorthants.gov.uk

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

