

## WEST & NORTH YORKSHIRE CHAMBER OF COMMERCE

*The Ad:Venture project is part-funded by the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020*

### Job Description

Ad:Venture will provide support to eligible entrepreneurs, pre/new start and young businesses up to 36 months old with growth potential across the Leeds City Region (LCR).

<b>Job Title:</b>	<b>BUSINESS ADVISER</b>		
<b>Term:</b>	Full time - <i>fixed term to end June 2023 subject to funding.</i>	<b>Pay grade/salary:</b>	up to £35,000 p.a.
<b>Reporting to:</b>	Lead Adviser, West & North Yorkshire Chamber of Commerce		

#### Prime objectives of the post:

To identify eligible entrepreneurs, diagnose their development needs, and provide intensive assistance and business advice to enable them to start businesses with potential for growth within the Leeds City Region. To provide access to additional resources available through the growth programme and to track and facilitate the client's journey through the programme.

#### SUPERVISORY/MANAGERIAL RESPONSIBILITIES:

Project management of other business support resources as appropriate to support the growth of the entrepreneur and new start businesses. Co-ordination of resources including associates.

#### SUPERVISION AND GUIDANCE:

The post holder will be expected to work as part of a small and responsive consortium-wide team, based at the Chamber of Commerce but also working out of partner premises as required. Overall, work programme objectives and individual targets will be discussed on a regular basis on a one-to-one and team basis.

#### RANGE OF DECISION MAKING:

The post holder is expected to exercise a high degree of initiative, making professional decisions and managing client support resources in line with the policies and objectives of the programme.

#### RESPONSIBILITY FOR ASSETS, MATERIALS ETC:

Access to and responsible for confidential client information, disclosure of which could be embarrassing to the programme and potentially legally actionable. Will be responsible for company laptop and mobile phone.

#### CONTACTS:

Will be working with colleagues across the consortium and within project partner organisations.

Car driver is essential with full clean driving licence

<b>RANGE OF DUTIES:</b>	
1	Develop a contact list of pre-start and start-up businesses (up to 36 months old) with growth potential based in the Leeds City Region
2	Undertake a complete review of each client and their development needs leading to the production of an action plan. Document this understanding in the form of a business development proposal with the client, agreeing on inputs, outputs and milestones.
3	Provide business support as needed to assist each client to start and run and develop a successful small business, capable of growth. This may be through a combination of direct, hands-on support and brokered in support from other parts of the EGP, and where appropriate, bringing in other external support resource.
4	Maintain regular contact with the allocated client group and keep up to date with the clients' changing support needs and address these accordingly, with due reference to other services and other external providers can offer.
5	Maintain activity and output records into the programme's computerised Client Management System according to the standards laid down by the programme.
6	Understand and apply Ad:venture programme and ERDF guidance and maintain written records of all client meetings and other support activity according to the format and standards laid down by the programme.
7	Attendance at regular business networking events in order to promote the programme to clients and intermediaries. Flexibility in terms of out of hours working is required for attendance at events supported by the programme as well as in meeting client support needs.
8	As required, take a lead on the business support needs of one or more key industry sectors within the Leeds City region. This will involve participation at business support coordination meetings with other internal and external delivery partners.
9	To work effectively to achieve personal targets as agreed with their Line Manager.
10	To prepare regular reports on activity and achievement of personal targets according to the standards laid down by the programme.
11	Plan and deliver events as required to raise awareness of support available and recruit suitable entrepreneurs into the programme
12	To respect and uphold client's commercial confidentiality at all times.
13	Comply at all times with the General Data Protection Regulation (GDPR) and other policies of the WNYCC.
14	Ensure compliance with business legislation and promote business best practice.
15	Other duties as required by the Line Manager or Senior Management.

Upon appointment, new recruits will be provided with a more detailed description of particular policies and procedures which apply to this contract and a detailed induction into the project.

## Ad:Venture Business Adviser Personnel Specification

Attribute	Essential	Desirable
<b>Educational Qualifications</b>	Educated to a high level, preferably A'level.	Degree level or equivalent. SFEDI or equivalent award in business advice
<b>Experience</b>	Started and successfully run own business OR with considerable experience at senior management level. Experience of at least one of: <ul style="list-style-type: none"> <li>▪ Strategic business planning</li> <li>▪ Financial planning &amp; control</li> <li>▪ Sales and marketing</li> <li>▪ Production planning &amp; control</li> <li>▪ Product development/innovation</li> <li>▪ Improving competitiveness</li> <li>▪ Value engineering</li> <li>▪ HR and working with diversity</li> </ul>	Previous experience of providing advice, consultancy, coaching or mentoring business owners Experience and detailed knowledge of one or more of these sectors: <ul style="list-style-type: none"> <li>▪ Manufacturing / AEM</li> <li>▪ Digital industries</li> <li>▪ Professional &amp; financial services</li> <li>▪ Environmental technologies</li> <li>▪ Food and Drink</li> <li>▪ Healthcare technologies</li> <li>▪ Logistics; Construction</li> </ul>
<b>Communication Skills</b>	Ability to obtain, analyse and present complex information Good communication skills, including high standard of written English, good interpersonal skills High degree of credibility	Chair and host meetings Present complex statistical data and information in a user friendly way. Ability to speak knowledgeably and persuasively to a variety of audiences
<b>Practical &amp; Intellectual Skills</b>	Understanding of the routes to competitive advantage with ability to calculate profit margin, break-even and various financial indicators of business health Computer skills – use of MS Office, maintain customer database, internet & spread-sheets	Ability to keep informed and up to date with business information and the local context. Advanced use of spread-sheets for financial calculations
<b>Disposition &amp; Attitude</b>	Must be hard working and adaptable with a drive to meet/beat targets and determination to satisfy information gathering requirements Autonomous, self-starter Friendly, approachable, supportive team player. Attention to detail important	Ability to schedule own workload Able to judge when to seek help or authorisation Ability to empathise with a range of personalities, working styles and cultures.
<b>Special Knowledge</b>	Understanding of and willingness to adhere to professional standards of conduct and respect client confidentiality at all times. Strong customer ethos Willing to learn about funding regulations which apply to this role	Business coaching/mentoring qualification. An understanding of both the public and private sector business support network. Good networks within the Leeds City Region and strong networking and engagement skills
<b>Physical or Sensory</b>	Must be willing to work hours that meet client needs eg breakfast and early evening meetings and events.	Maintains a smart, modern image that is commensurate with a progressive and professional business.