



**European Union**  
European Regional  
Development Fund



## GBSLEP outline role description and person specification

**Job title:** Business Advisor (Growth Hub)  
**Grade:** Grade 4- £28,296- £35,423  
**Contract:** Fixed term (to 30 September 2022)  
**Location:** Growth Hub Office, Chamber House, 75 Harborne Road, Birmingham, B15 2DH  
**Reports to:** Business Advisor Team Leader

### JOB OVERVIEW

To provide high-quality advice and guidance service to businesses engaging with the Growth Hub or seeking to grow. To be part of the front line of enquiries from businesses through a variety of channels and media and deal with those enquiries effectively and efficiently. To have in depth knowledge of the business support landscape and to undertake initial assessments (or diagnostics) with businesses to enable appropriate referrals to be made, including internally to the account managers, and therefore for clients to undertake a seamless growth journey. This role will focus a minimum of 50% of time on the Southern Staffordshire area (Cannock, East Staffs, Lichfield and Tamworth local authorities).

### RESPONSIBILITIES AND DUTIES

- To be a key part of the front-line business adviser team
- To be the main point of contact for all incoming enquiries via telephone, website and webchat functions
- To have a demonstrable impact on client businesses by working closely with them on a one to one basis to address their barriers to growth
- To always represent the Growth Hub with professionalism and integrity
- To actively seek client feedback and case studies for marketing the wider service
- To achieve individual targets and support colleagues in achieving collective team targets
- To be inclusive and to act in a fair and impartial manner with all colleagues, partners and clients
- To undertake an in-depth diagnostic meeting and agree an action plan with appropriate clients, including to make referrals internally and externally
- To ensure a high-quality service at all times (as determined by client feedback) and to enable qualitative and quantitative performance data to be collected
- To collect and record all interventions, activities and impacts as according to GBSLEP Growth Hub protocols and the requirements of funding bodies
- To understand and use relationships with partners, business support organisations and relevant networks to aid client acquisition and growth, including attending networking and partner events where required
- To develop and maintain a deep and thorough understanding of the business support landscape, including the many options and solutions available for SMEs in the public and, to a lesser extent, the private sectors
- To have an understanding and awareness of key pathways for growth, including some knowledge of IP, international trade, finance and innovation
- To work closely with the Growth Hub team to ensure that clients have a smooth and successful journey through the service

- To contribute positively to Growth Hub outreach including events, marketing and communication and information channels, such as the web site, social media etc
- To be a champion of quality in terms of the Growth Hub service and the services clients receive from partners; and to seek and acquire feedback on performance, impact and satisfaction from businesses and partners and to implement continuous improvement
- Maintain accurate, complete and timely records through the CRM
- Maintain high standards of confidentiality and ensure compliance with data protection and information security standards.
- Represent the Growth Hub (and GBSLEP) when required at meetings or events
- To have a positive, flexible and pro-active approach including doing other duties (which may be outside normal working hours) as requested from time to time by GBSLEP or Growth Hub management

THIS ROLE IS PART-FUNDED BY EUROPEAN REGIONAL DEVELOPMENT FUNDS (ERDF)

#### LINE MANAGEMENT RESPONSIBILITIES

None

#### PERSON SPECIFICATION

Method of assessment: CV = CV and Covering letter; I = Interview; T = Test; C = Certificate; P = Presentation

Personal Attributes required	Essential (E) or Desirable (D)	Method of Assessment
<b>Education / Qualifications / Memberships</b>	SFEDI accreditation (D)	CV
	Relevant professional body accreditation e.g. IoEE (D)	CV
<b>Experience</b> Relevant work and other experience	Working with (or in) SMEs to deliver growth (E)	CV, I
	Business advice and guidance experience, ideally with multiple and varied clients (E)	CV, I
	High level of interpersonal skills, both written and verbal, with ability to engage, influence and deliver for clients (E)	CV, I
	Working as part of a team in a complex service environment (E)	CV, I
	Providing relevant and impact focused advice and guidance to SMEs and early stage businesses (D)	CV, I
<b>Knowledge</b>	Significant knowledge of the business support landscape (E)	CV, I
	Knowledge of business issues and growth barriers, particularly for SMEs and the kinds of solutions available to them (E)	CV, I
	In depth knowledge of the economic landscape and environment for businesses locally and nationally and how this impacts on SMEs (E)	CV, I
	Knowledge of targets and requirements of public sector funding organisations (D)	CV, I
	An understanding of the work of LEPs and Growth Hubs and requirements placed on them (D)	CV, I
<b>Attitude / Behaviours</b>	Ability to be flexible and find positive solutions to the challenges of clients and the wider team (E)	CV, I

	Understanding of the importance of equality and diversity and its practical implementation (E)	<b>CV, I</b>
<b>Training</b>	Demonstrate commitment to and record of continuous professional development (D)	<b>CV</b>