Grading
Job Description and Employee Specification

Job title: Business Advisor	**Service area:** Communities
Post number: BDEG0142	**Division:** Economic Growth
Grade: 8	**Section/team:** Economic Growth

Overall purpose of job:

To proactively engage Small and Medium-Sized Enterprises (SMEs) in North Lincolnshire, providing high quality business advice and effective signposting to enable them to survive, thrive and expand.

Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.

Main responsibilities:

1. Proactively identify and engage with new or existing SMEs building effective working relationships and proactively working with clients to support their growth aspirations.
2. Examine in detail the elements and structure of the client's business in order to diagnose barriers as well as opportunities for their growth.
3. Accurately identify client support and development needs, identifying support required to improve their operations and support growth
4. Effectively develop and support a caseload of SMEs, focusing on businesses that are located in North Lincolnshire.
5. Attend and present at relevant meetings, networking, events and exhibitions to promote North Lincolnshire Council's business support offer and provide support to companies attending.
6. Deliver workshops, individual and group training sessions where appropriate
7. Prioritise activity and agree an action plan with the client to support the growth of their business.
8. Refer to appropriate business support provision including Business Lincolnshire etc, where necessary.
9. Record client activities in a timely and accurate manner using our Client Management System.
10. Achieve agreed output targets in terms of key performance indicators in line with any active programme contracts
11. Prepare high quality management information reports to a variety of audiences.
12. Produce case studies working with the Communications Team to support the ongoing promotion of the business support programme and its benefits to the business community.
13. Identify and raise risks and issues and make recommendations to address and resolve these issues and mitigate against the risks identified.

14. Deal with enquiries from Council Members, other directorates, government departments, members of the public and businesses regarding business support.

Knowledge, skills and experience:

- Knowledge and awareness of Government organisations, business support organisations and initiatives, policy and funding initiatives, in particular an up-to-date knowledge of sources of finance available to small businesses.
- Knowledge of programme delivery.
- Significant experience of delivering one to one business advice or development activity and managing a caseload.
- Experience of systems and information management, including providing financial and numerical data.
- Experience of external grant programmes, eligibility criteria and processes.
- Experience of working in a team in a multi-project environment, but also able to work on own initiative.
- Experience of negotiation and influencing individuals and groups.
- Knowledge of all aspects of running a business, including business development and growth, with the ability to identify and solve business issues.
- Knowledge of the needs and issues within small and medium sized businesses.
- Demonstrable understanding of commercial investment decisions and business development issues.
- Ability to understand and interpret financial information.
- Competent in the use of a range of IT packages including word processing, presentation software (eg Powerpoint), spreadsheets (eg Excel), databases, e-mail, internet.
- Ability to set up spreadsheets and databases from raw data and extract management information.
- Excellent verbal communication and interpersonal skills to present information professionally, accurately and clearly in a manner which is understood to a wide range of audiences.
- Excellent written communication skills, including ability to write reports, assist with grant bids etc.
- Accuracy/attention to detail.
- Awareness of key business sectors in North Lincolnshire.
- Knowledge of legislation regarding the collection of personal data (GDPR) and financial probity.

- Customer service skills including the ability to exercise tact and diplomacy, in a calm manner when under pressure.
- Time management skills, with the ability to prioritise workload.
- Research and analytical skills.

Creativity and innovation:

The post requires the holder to use creative and innovative interpretation and problem-solving skills in a number of diverse areas, this includes:

- Delivering effective business support in a rapidly changing external environment
- Developing innovative solutions to problems
- Writing potentially complex reports and action plans
- Assessing the options available and making recommendations based on the information and evidence available
- Being flexible in their approach and thinking on their feet whilst still being mindful of any constraints.

Contacts and relationships:

The post holder will be required to establish and maintain positive working relationships with a range of organisations such as external providers, businesses, business representatives and networks, and Jobcentre Plus. The post holder will need to establish confidence, credibility and trust within all working relationships.

This will require dealing with a range of complex and often contentious issues relating to projects. The job will involve resolving any conflicts that may occur. This will require the post holder to be professional and deal with issues with sensitivity.

The post holder will be required to regularly attend on-site meetings with SMEs across Northern Lincolnshire. They will have access to and deal with complex information which may be of a sensitive nature and will require a high level of confidentiality at all times.

The post holder will be in regular contact with the following:

- Economic Growth Specialist & Head of Business & Investment
- Senior representatives, Chief Executives, Directors from the Private Sector
- Business Leaders
- Local Businesses
- Officers and managers from North Lincolnshire Council
- A range of business support agencies and providers

The post holder will work closely with the partners listed above in the development of business support activities.

Decision making:

The post regularly requires a high level of autonomy. Decisions and recommendations made by the postholder to the business will have significant implications for the client, as well as for the reputation of North Lincolnshire Council. The post-holder will act as an ambassador for North Lincolnshire Council when dealing with businesses and external partners and the decisions made will reflect on this.

The types of decisions that will need to be made include:

- Identifying issues that require resolution and making recommendations for action.
- Decisions that have financial consequences for SMEs
- Deciding on and confirming eligible expenditure and activities in line with Subsidy Control Regulations
- Represent the council at a variety of meetings and take decisions relating to business support activity and delivery
- Prioritises and organises own workload to achieve objectives.
- Autonomy in the day-to-day resource decisions to ensure service continuity and quality

Decisions and recommendations made by the post holder could impact on both the council's budget and also the reputation and credibility of the council and its partners. For example, decisions made could result in claw- back of external funding by Central Government and potential legal action should Subsidy Control Regulations not be adhered to correctly.

The post holder will be responsible for the coordination of a caseload dealing with a range of companies from across a range of sectors with a turnover of up to €50million.

Responsibility for resources:

The post holder will be responsible for:

- Laptop – sole responsibility - approximate value £650
- Presentation equipment – shared responsibility - approximate value £100
- Mobile Telephone – shared responsibility - approximate value £150

The post holder will be away from the office approximately 70% of their working hours attending meetings, site visits and events. A number of these meetings will be outside normal working hours and at clients' premises.

WORK ENVIRONMENT

Work demands:

- The work is subject to strict deadlines, involving frequent change resulting from changing and conflicting circumstances and priorities. These will be

driven primarily by the private sector / businesses that are engaging with our support.

- The post-holder will be required to work to multiple deadlines, balancing effort between activities to achieve the best outcomes. They will have to respond to unforeseen requests and resolve frequent conflicts of priorities, e.g. between different customers. They will be required to provide impromptu advice on non-routine matters without prior notice.
- Occasional out of hours work to prepare for events and attend meetings.

Physical demands:

- Although the work of the post holder will be undertaken in a variety of settings, it is expected to require no more than normal physical effort.

Working conditions:

- The post holder will be required to work in a wide range of settings, predominantly indoors, but with little control over the working environment when working in other partners' environments.

Work context:

- Work potentially involves some risk to personal safety when travelling to or on other organisations' premises, at site meetings or when dealing with contentious issues.

Grading
Job Description and Employee Specification

Position in organisation:

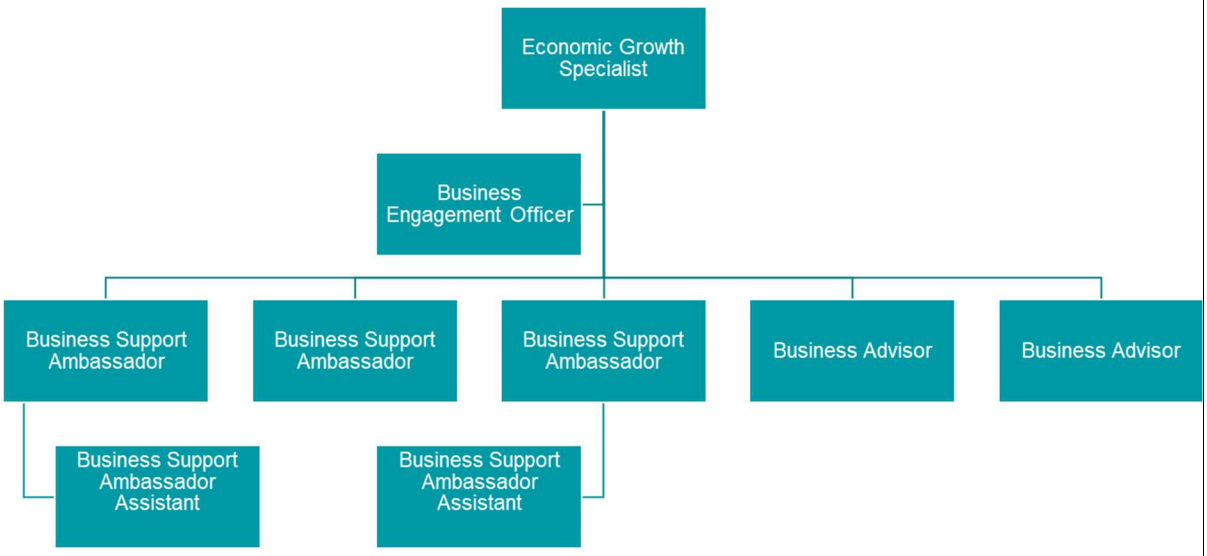
Indicate how many staff the post is directly accountable for: 0

Are posts in more than one location? Yes ☐ No ■
Is this at the same site? Are the posts managed highly mobile?

Is the supervision/management shared with another post in the structure?
Yes ☐ No ■

Please indicate which post(s)

_____



Job Description Version Control	
Date evaluated	N/A
Date updated	8.1.25
Updated by (manager name)	Abdi Farah
Checked by (HR name)	Jo Parker

Grading
Job Description and Employee Specification

ESSENTIAL CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	**Application form (follow up at interview)**
• Knowledge and awareness of Government organisations, business support organisations and initiatives, policy and funding initiatives, in particular an up-to-date knowledge of sources of finance available to small businesses. • Knowledge of programme delivery. • Significant experience of delivering one to one business advice or development activity and managing a caseload. • Experience of systems and information management, including providing financial and numerical data. • Experience of external grant programmes, eligibility criteria and processes. • Experience of working in a team in a multi-project environment, but also able to work on own initiative. • Experience of negotiation and influencing individuals and groups.	
Knowledge, Skills and Experience	**Interview**
• Knowledge of all aspects of running a business, including business development and growth, with the ability to identify and solve business issues. • Knowledge of the needs and issues within small and medium sized businesses. • Demonstrable understanding of commercial investment decisions and business development issues. • Ability to understand and interpret financial information. • Competent in the use of a range of IT packages including word processing, presentation software (eg Powerpoint), spreadsheets (eg Excel), databases, e-mail, internet. • Ability to set up spreadsheets and databases from raw data and extract management information. • Excellent verbal communication and interpersonal skills to present information professionally, accurately and clearly in a manner which is understood to a wide range of audiences. • Excellent written communication skills, including ability to write reports, assist with grant bids etc. • Accuracy/attention to detail. • Awareness of key business sectors in North Lincolnshire. • Knowledge of legislation regarding the collection of personal data (GDPR) and financial probity. • Customer service skills including the ability to exercise tact and diplomacy, in a calm manner when under pressure. • Time management skills, with the ability to prioritise workload. • Research and analytical skills.	
Education, Training and Qualifications	**Original documents**
•	
Working Arrangements	**Interview**
• Able to transport yourself extensively throughout North Lincolnshire, the region and the	

UK in a timely manner.
- Able to work outside of normal office hours when required.

DESIRABLE CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	**Application form (follow up at interview)**
• Experience of working in the private sector or having run own business.	
Knowledge, Skills and Experience	**Interview**
•	
Education, Training and Qualifications	**Original documents**
• SFEDI Qualified Business Advisor.	
Personal Qualities	**Interview**
• Political sensitivity, understanding and awareness.	

THE POST IS SUBJECT TO:	
Disclosure of convictions under the Rehabilitation of Offenders (Exemption) Act 1974	
Yes ☐	**No** ☐
Political restriction	
Yes ☐	**No** ☐
The ability to speak fluent English under the Immigration Act 2016	
Yes ☐	**No** ☐

- Version Control

Author	HR Policy Team
Status	V0.1
Date approved	19 September 2012
Last updated	21 December 2021