

<b>Job Title</b>	Business Advisor
<b>Reports to</b>	Project Manager
<b>Division</b>	Entrepreneurship & Start-up
<b>Location</b>	Shared Prosperity Fund (SPF)

## The Contract

Business in Focus will deliver a service funded by the UK Government through the Shared Prosperity Fund (SPF).

The Shared Prosperity Fund focuses on providing a wide range of advice to young people and start-up businesses through a variety of means including digital, telephone and face to face support.

## The Role

Business Advisers support clients considering or ready to start a business with:

- Early stage and pre-start business issues.
- Empowering individuals to make informed decisions that positively affects entrepreneurial success.

Support existing business with:

- growth aspirations

The Business Adviser is part of the Shared Prosperity Fund Team, delivering accessible and innovative programme of engagement and outreach activities for a diverse client group.

The role promotes the development of entrepreneurial thinking and drives participants to engage with the service, to enable people to realize entrepreneurial ambitions, through a diverse range of regionally coordinated digital and face-to-face engagement, e.g. delivering pre-start upskilling and awareness building modules, 1-2-1 business support, focusing on Net Zero and Digital Adoption, business development and growth.

The role delivers wraparound support for clients, enabling a diverse portfolio of clients to overcome barriers and have an equitable experience to realise entrepreneurial ambitions. The role works closely with their internal colleagues to progress clients through the service, as appropriate.

## The Responsibilities

1. Working closely with colleagues to engage with clients and provide tailored wraparound support, review/complete diagnostic information to understand the needs of each client. Prepare appropriate feedback and identify issues/opportunities for growth.
2. Agree a client action plan, aligned to them achieving desired outcomes, e.g. write their first business plan, understand start-up grants available, draft a start-up funding application. Provide information and support to clients on start-up business issues, in order to sustain momentum towards agreed start-up or growth objectives.

3. Make effective use of digital resources and wider ecosystem available, providing information and resources material to clients in order to sustain momentum towards the agreed goals. Make referrals as appropriate, e.g. colleagues in Business Wales service, other Welsh Government programmes, Local Authorities, Start-up Loans, Development Banc of Wales, and wider ecosystem.
4. Support clients develop their business skills and knowledge, to prepare and empower them as entrepreneurs. Manage the client relationship to maintain momentum towards the agreed goals and KPI outcomes, managing client expectations as progress is made and support concludes. Make effective use of support resources available in allotted time.
5. Monitor client activity and progress to maximise KPIs and other value-added outcomes.
6. Ensure client support hours are signed off and delivered effectively to progress agreed actions and achieve KPIs. Accurately record action plans, all activity with clients and outcomes, evidencing in the necessary digital paperwork, in compliance with contractual requirements and operational procedures.
7. Provide generalist advisory support through a diverse range of direct and indirect methods; a) digitally, e.g. webinars on appropriate digital platforms, 1-2-1 advisory session, deliver 1-many webinars, e.g. Starting and Running Your Own Business workshops, participate in other seminars and activities that attract and engage entrepreneurs and start-up clients, and b) face-to-face, occasional 1-2-1s, if required. Undertake these activities in a professional and knowledgeable manner using the agreed materials.
8. Work alongside the team to maximise engagement opportunities and a continued client journey from engagement through to delivery, support and KPI outputs. Undertake these activities in a professional and knowledgeable manner using the agreed processes and training materials.
9. To enable colleagues to service common themed general business enquiries and support delivery of support initiatives, e.g. provide advice for colleagues, sharing knowledge and provide advice to Business Wales colleagues.
10. Work with Project Manager and Engagement and Operations Co-ordinator to develop new and innovative content and activities, propose continuous improvements, and undertake CPD to colleagues in the wider service.
11. Encourage clients to engage with the relevant business-to-business networks that may assist them in starting a business, and where appropriate starting a growth business. Make appropriate suggestions and signpost clients accordingly.
12. Establish and develop effective local and national engagement with clients, colleagues and stakeholders to promote the service, secure effective referral network, and brokerage advice.
13. Attend business networking and engagement events to promote the service to potential clients and stakeholders.
14. Proactively identify clients with successful outcomes for marketing and PR case studies to promote the service.
15. Contribute to the development of the Ecosystem to ensure services available from procured service providers in the private sector remain relevant and up to date.
16. Maintain knowledge of local, national and sector specific developments in area, general business trends and practice. Undertake appropriate and agreed learning to maintain CPD. Proactively share intelligence information on a regular basis to develop engagement, reach and service provision in the appropriate forums, as directed by Project Manager.
17. Undertake any other duties as reasonably required by the Senior Management Team.

## The Person Specification

Requirements	Essential	Desirable
<b>Education &amp; Training</b>		

Advisory qualification, e.g. ILM Level 5 Business Support, SFEDI Level 3, or equivalent <b>OR</b> Management Qualification, e.g. ILM Level 5 Management, or equivalent <b>OR</b> Degree level or above in an entrepreneurship or business-related qualification		✓
Introductory Certificate in accountancy / finance, e.g. AAT level 1 or equivalent financial qualification		✓
<b>Experience &amp; Knowledge</b>		
Proven experience of working in a start-up business <b>OR</b> Delivering business advice* to a diverse portfolio of start-up businesses/entrepreneurs. <i>(* - “supporting” is defined as: Advising a portfolio of businesses with a diverse range of issues, with proven results on how advice given contributed to them improving/achieving start-up, growth potential or other business objectives).</i>	✓	
General knowledge of the following: <ul style="list-style-type: none"> <li>Financial management; book keeping, record keeping for HMRC, HMRC requirements inc. NI, Insurances required e.g. Public Liability etc., Business Rates.</li> <li>Sources of finance in both public and private sectors, e.g. start-up funding, WG grants, RBF</li> <li>Environment &amp; waste</li> <li>Marketing including Social Media</li> <li>Equality &amp; Diversity legal requirements</li> <li>Employment Subsidies available</li> <li>International Trade</li> <li>ICT</li> <li>Supply chain/procurement</li> </ul> Just in Time/Lean or other manufacturing /production methodologies .	✓	
Excellent knowledge and understanding of starting a business and related good practice, and how to effectively apply to small and medium sized businesses.	✓	
Good understanding and experience of financial management information in a diverse range of businesses, sectors and/or industries.	✓	
Direct knowledge and experience of one or more industrial sectors.		✓
Good knowledge and understanding of the needs and issues impacting SMEs in Wales, the economy in Wales and wider influences in the UK.	✓	
Good awareness and knowledge of business support available from public and private sectors	✓	
<b>Skills &amp; Competencies</b>		

Effective in determining priorities, planning time, organising workload to establish measurable results, objectives and milestones for self and others.	✓	
Communication - verbal: Adapts style and detail to audience. Ability to interact effectively with people; persuading and influencing people at all levels; explains/presents information concisely and logically.	✓	
Communication - written: Adapts style and detail to audience. Presents information accurately, succinctly, and logically.	✓	
Customer Service – Works and collaborates with others effectively, is able to identify needs and deliver workable solutions, manages expectations, modifies individual approach to different situations.	✓	
Learning/Improving – proactively seeks information, learns from mistakes and promotes constructive feedback	✓	
Analysis and use of evidence – gathers the relevant information, presents evidence concisely and makes rational judgements	✓	
Effective working productively under pressure, adapts and accepts changing circumstances	✓	
Commercial awareness for delivery of results and added value	✓	
Acts with high integrity, defends equal opportunities and leads by example to uphold organisational ethics and values	✓	
Highly experienced in using digital platforms with strong IT skills, e.g. Microsoft Office/365.	✓	
Welsh Speaker is always highly desirable and can be essential in some circumstances, subject to existing resource capability at that time. <i>(NB: Each vacancy will specify if highly desirable or essential and applications will be considered on a case-by-case basis.)</i>		✓
Valid UK driving license and use of vehicle to travel in region on a regular basis to fulfil duties, e.g. attending events, meetings.	✓	

## Equality & Diversity:

- Promote the equality and diversity through the business support provided to clients.
- Maintain an up-to-date awareness, training and CPD of equality & diversity issues and how to professionally deliver an inclusive service to all clients.
- Deliver an inclusive service in line with the Business in Focus values and contractual requirements.

The above is a broad definition of the job responsibilities. It does not consider every aspect of the job which the jobholder may be required to perform. Flexibility is essential since the jobholder's working hours will be determined by the requirements of the business.

*Business in Focus is committed to promoting the Welsh language for both staff and learners, and whilst it is not considered essential criteria, the ability to speak Welsh is desirable for this role.*

**To apply, please send your CV to [Recruitment@businessinfocus.co.uk](mailto:Recruitment@businessinfocus.co.uk) with the job title as the subject line.**

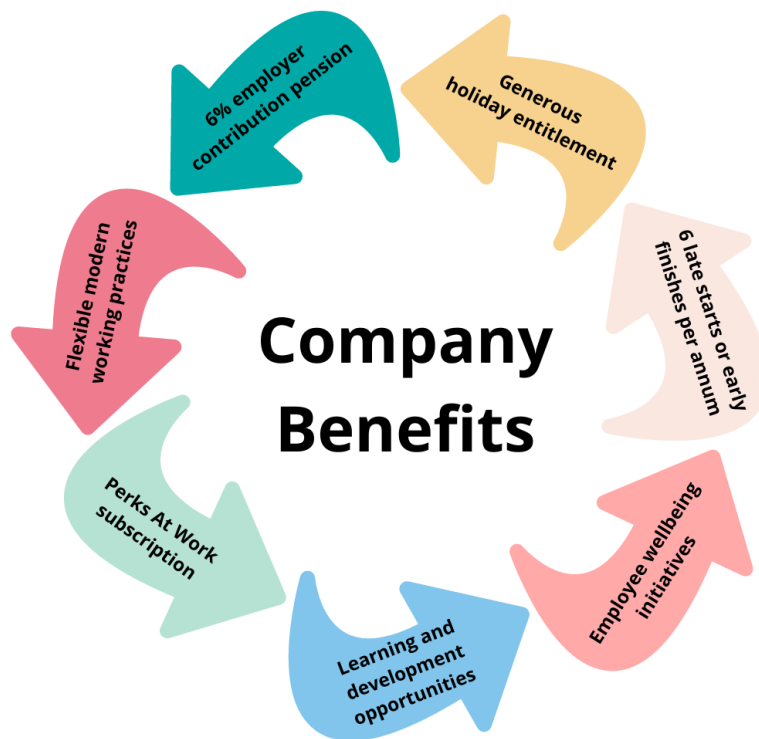




## The Business

Business in Focus is a social enterprise dedicated to supporting new and established businesses. We have been helping people start and grow their own businesses for over three decades, by providing tailored expert business advice, access to finance, property requirements and skills training. Some of our services are delivered on behalf of public and private bodies, and we have an excellent track record of working with both the UK and Welsh Governments.

The people behind the brand are what makes us successful. The Business in Focus family contains a diverse group of people with a wide variety of skills and expertise – what unites us is our desire to build great partnerships and deliver strongly. As an Investors in People double Gold Accredited company, we fully support our employees to help them achieve success in their roles.



### After probation period

