

JOB DESCRIPTION

SERVICE:	Business
SECTION:	Cornwall & Isles of Scilly Growth Hub (CIOUSGH)
JOB TITLE:	Business Connector
RESPONSIBLE TO:	Cornwall & Isles of Scilly Non ESIF Project Co-Ordinator
FUNDED BY:	Cornwall & Isles of Scilly Local Enterprise Partnership (CIOUSLEP)
SUPERVISORY RESPONSIBILITY:	None

KEY RELATIONSHIPS:

Internal:	CDC Managing Director, CIOUSGH Operations Director, CIOUSGH staff, Cornwall Development Company staff
Council:	Corporate Directors, Chief and Senior Officers and Elected Council Members, including Cabinet Members/Portfolio Holders/PAC Members, Economic Growth Service.
External:	Cornwall & Isles of Scilly Local Enterprise Partnership staff and board members; potential and existing growth businesses; providers of services to which businesses will be introduced – both public sector and from the private sector, including accountants, banks, colleges and other providers

MAIN PURPOSE OF THE JOB:

- To be the initial point of phone or email contact for businesses accessing the CIOUSGH, triaging businesses and where appropriate undertaking diagnostic analysis and making appropriate referrals to the range of business support providers
- To take a proactive approach to develop relationships with partners in key sectors
- To develop and maintain a comprehensive knowledge of the range of potential business support offerings available to businesses (local and national) so that appropriate referrals can be made
- To co-ordinate business support interventions with clients and to monitor their development/growth journey over an extended period of time
- To track volumes of enquiries to the Growth Hub from businesses and to evaluate and report on the nature of such enquiries in an effort to inform future provision

KEY TASKS:

Service delivery

- Act as an initial point of contact for businesses approaching 'The Hub' CIOUSGH and CIOUSH (via telephone or email)
- Provide response to potential economic shock situations and aid business recovery
- Undertake and document initial response work with clients via the CRM
- Develop and exhibit level of sound knowledge of range of business support offerings to ensure all referrals for third party support are soundly based
- Develop action plans and referral systems for business not eligible for funding under ERDF programmes
- Co-ordinate Hub activity with businesses and organisations and be a point of contact for businesses unable to access ERDF funding regimes and develop action plans to support them with their sustainability and growth plans.
- With client's agreement, use professional expertise to make appropriate referrals to other business support providers and/or provide information on a 'right time, right place' basis
- Develop and maintain a programme of follow-up interactions with clients to track progress

- Ensure client data and correspondence is accurately recorded and maintained on the CIOSGH CRM
- Record all requests for support from businesses so that the volume and scope of such requests can be analysed

Relationship management

- Proactive work with partners to develop business support in key sectors
- Develop and maintain strong relationships with other business support professionals/providers to ensure positive and effective outcomes for clients and services
- Build, develop and maintain high level relationships with key local stakeholders within the private sector to promote and support the work of the CIOSGH
- Represent the CIOSGH at events, seminars and workshops in order to raise awareness of its objectives, including being clear about eligibility issues
- Be able to link businesses with a range of local and national business support

Service development

- Share knowledge and expertise with potential private sector partners and potential clients in order to identify and access additional client relationships, especially with harder to reach businesses

Technical

- Share technical knowledge and expertise with the wider team and other stakeholders, including clients, on the role of the CIOSGH and CIOSSH, eligibility criteria and processes
- As a large percentage of client enquiries relate to funding, maintain up-to-date professional knowledge in European and UK funding initiatives to ensure professional/industry credibility at all times
- Ensure that best practice (as set out in CIOSGH operations policy) is exhibited at all times

Leadership & management

- Work collegially with other team members to ensure that resources are aligned with priorities and that agreed outcomes are delivered
- Join assigned project teams on complex and high-profile areas of project activity

Performance reporting & management

- Record business base data accurately on CIOSGH CRM and ensure that this is fully and accurately updated upon subsequent interventions with the client
- Monitor and report on outputs and outcomes as required by funders (LEP and BIS) and other stakeholders
- Maintain all internal files and data for allocated clients in accordance with Government audit requirements and adopted CIOSGH practices ensuring that the project passes scrutiny from all internal and external audit reviews

Resource management

- Manage any allocated budgets, ensuring that spend is effective, value for money is achieved and risks are managed
- Manage own time and interactions with clients so that it is efficient

Customer feedback

- Ensure that clients are aware that customer feedback systems are in place so that they have the opportunity to influence service improvement initiatives
- Provide written responses to enquiries or complaints as required, seeking approval from the CIOSGH Operations Director or Head of CDC Corporate Services for the most contentious or high-profile matters

KEY RESULT AREAS:

- Provide business support service to businesses through the Hub model
- The provision of a high-quality service that meets the needs of clients in terms of facilitating their access to business support services
- Development and maintenance of a high level of knowledge and expertise

- Timely and accurate reporting of work via the CIOSGH CRM
- Contribution to growing the market for business support by demonstrating its effectiveness

PERSONAL & TEAM RESPONSIBILITIES:

- Provide a good role model for other members of staff
- Project a positive image to internal and external contacts and customers
- Demonstrate the CIOSGH's culture, values and behaviours:
 - achieving excellence
 - valuing ourselves and others
 - showing personal leadership
 - being passionate about what we do
 - committed to a low carbon future for all
- Take responsibility for professional and personal development on a continuous basis.
- Participate actively and positively in the effective management of activities within the team and across the Company
- Display strong customer and commercial focus towards the delivery of all work
- Support the identification and securing of additional funding opportunities
- Carry out responsibilities with due regard to the Data Protection Act and current Data Protection policy
- Carry out responsibilities with due regard to the CDC's Equal Opportunities Policy as adopted by the CIOSGH
- Work at all times within the code of the Health & Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.

Good communication and organisation skills as well as self motivation and self confidence will remain essential qualities to fulfil this role.

In addition to fulfilling this specific role, you may occasionally be required to make your abilities available to help meet related business needs of the CIOSGH in your own or other departments. This would only be required if authorised by your Manager and subject to confirmation that precedence is given to your normal duties

Date last reviewed: April 2021

Approved by manager:

Evaluated by HR:

Agreed with post holder:

Date Personnel informed:

PERSON SPECIFICATION

SERVICE: Business
SECTION: Cornwall & Isles of Scilly Growth Hub
JOB TITLE: Business Connector

EXPERIENCE

Essential	Desirable	How identified
<ul style="list-style-type: none"> • An excellent track record of work in the business support arena • Strong working knowledge of the range of national and local business support programmes • Good understanding of general business issues and what constitutes a business with growth potential • Understanding of diagnostic processes 	<ul style="list-style-type: none"> • Prior SME employment experience 	<ul style="list-style-type: none"> • Application form / CV • Interview • References

EDUCATION & TRAINING

Essential	Desirable	How identified
<ul style="list-style-type: none"> • Degree or professional qualification in a relevant discipline 	<ul style="list-style-type: none"> • SFEDI or equivalent qualification • Forum 21 • Business Adviser/Counselling Qualification 	<ul style="list-style-type: none"> • Application form / CV • Certification

BEHAVIOURS

Essential	Desirable	How identified
<ul style="list-style-type: none"> • Excellent communicator • Ability to work within a multi-disciplinary team • Ability to work on own initiative or as part of a team • Excellent communication and presentation skills • Attention to detail • Strong report writing skills 	<ul style="list-style-type: none"> • Excellent networking skills 	<ul style="list-style-type: none"> • Application form / CV • Interview • References

KNOWLEDGE & SKILLS

Essential	Desirable	How identified
<ul style="list-style-type: none"> • Good understanding of national funding structures and programmes • Detailed knowledge of other local and national business support offerings so that their 	<ul style="list-style-type: none"> • Detailed knowledge of Cornwall and its business landscape and infrastructure 	<ul style="list-style-type: none"> • Application form / CV • Interview • References

deployment can be effectively maximised <ul style="list-style-type: none"> • Ability to use initiative, to innovate and discuss solutions with businesses that are achievable and realistic • Good research skills and the ability to assess and interpret data • Good understanding of sustainability and E&D matters 		
--	--	--

ANY ADDITIONAL FACTORS

Essential	Desirable	How identified
<ul style="list-style-type: none"> • Fully competent in the use of ICT including the main Microsoft packages and CRM databases • Access to own vehicle • Some flexible working outside normal office hours may be required 		<ul style="list-style-type: none"> • Application form / CV • Interview • References