

JOB DESCRIPTION

SERVICE: Cornwall & Isles of Scilly Growth Hub (CIOUSGH)

JOB TITLE: CIOUSGH Business Connector

RESPONSIBLE TO: CIOUSGH Senior Business Connector

FUNDED BY: European Regional Development Fund and Cornwall Council/CIOS LEP
Cornwall Development Company

**SUPERVISORY
RESPONSIBILITY:** None

KEY RELATIONSHIPS:

Internal: Managing Director Cornwall Development Company (MD CDC), CDC Head of Corporate Services, CIOUSGH Operations Director, CIOUSGH Operations Manager, CIOUSGH Management Team, CIOUSGH staff, CIOSSH Staff, Cornwall Development Company staff

Council: Corporate Directors, Chief and Senior Officers and Elected Council Members, including Cabinet Members/Portfolio Holders/PAC Members

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/ESIF-funded and from the private sector, including accountants, banks, colleges and other providers

MAIN PURPOSE OF THE JOB:

- To work with CIOUSGH Team- - to deliver agreed targets of Appointments/IDB Diagnostics/Customer Service Levels on a weekly basis (Targets TBA through performance review) and refer/signpost businesses to support as required in a client led approach.
- To be an initial point of phone, email or social media contact for businesses accessing the CIOUSGH, undertaking registration, eligibility and diagnostic analysis to effectively triage and engage the business with the Hub
- Be responsible for own workload and diaries in conjunction with Senior Business Connectors, to deliver an excellent and efficient service under agreed measures across the team
- To analyse and diagnose (with support of Team) the growth stage of client businesses to deliver a tiered approach to the (predominantly remote) service and manage/deploy resource accordingly to enable the CIOUSGH service to be efficient, effective and work to target-support those businesses with growth potential.
- To manage self effectively and efficiently to ensure service meets needs of clients, funders and stakeholders adding value to the client to ensure the business growth.
- To work with Senior Business Connector to deliver a proactive/targeted approach to connecting with businesses and managing own diary/appointments.
- To initiate and account manage business support interventions with eligible clients and to monitor their development/growth journey over an extended period of time and fully record all client intervention and activity on the CRM System in line with the client journey and

addressing any data gaps through a system of reporting ensuring reporting and data is GDPR and audit compliant at all times.

- To develop and maintain detailed and comprehensive knowledge of the range of potential business support offerings available to SMEs (local, national and international) so that appropriate referrals/signposts can be made to foster growth
- To discuss and/or refer complex or high-growth businesses to Senior Business Connectors
- To assist Senior Business Connectors with intel and marketing activity to ensure service development

KEY TASKS:

Service delivery

- To work with the Senior Business Connector to agree performance levels and report as such on a regular basis.
- Act as an initial point of contact for businesses approaching the CIOSGH (via telephone, social media or email)
- Undertake and document initial response work with clients
- Effectively Account Manage a portfolio of clients, undertake and document in-depth diagnostic work with clients and draft agreed action plans for third party interventions recording every step on the CRM recording 100% accurate data in a timely fashion.
- Link with support partners to discuss client needs to ensure fit before intervention
- With client's agreement (in line with GDPR), use professional expertise to make appropriate referrals/signposts to other business support providers.
- Develop and exhibit level of expert knowledge of range of business support (local, National and International) to ensure all referrals for third party support are soundly based and research led.
- Develop and maintain a programme of follow-up interactions with allocated clients to track progress and record intervention on the CRM.
- Carry out bespoke research for each client to ensure growth plans are met and consult with Senior Business Connectors as necessary
- Ensure client data and correspondence is accurately recorded and maintained on the CRM to be GDPR and audit compliant
- To help identify clients to access the service including growth aspirations and eligibility (recorded on CRM), and to follow up on leads provided by Senior Business Connectors
- To work with Senior Business Connectors to ensure activity is delivered to a compliant and verifiable standard at all times.

Relationship management

- Build effective relationships with clients to ensure service is of highest level.
- Manage, develop and maintain strong personal relationships with other business support providers (local, national and international) professionals/providers to ensure positive and effective outcomes for clients and services
- To have in-depth, current and detailed knowledge of full range of businesses support.
- Build, develop and maintain high level relationships with key local, national and international stakeholders within the private sector to promote and support the work of the CIOSGH and to co-opt support from other professionals active in related markets (accountants, banks, commercial property agents, Cornwall Chamber of Commerce, FSB)
- Work closely with the Comms Team to represent the CIOSGH at events, seminars and workshops in order to raise awareness of its objectives, including being clear about eligibility issues

Service development

- Support the development and implementation of strategies to access clients who have not previously enjoyed public sector business support with a view to growing the market
- 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
- Report on a range of metrics to senior team members as required in line with data collection requirements and service development needs
- Assist Communications Team with client focused publicity

Technical

- Share technical knowledge and expertise with the wider team and other stakeholders, including clients, on the role of the CIOSGH, 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 with other team members and under the guidance of Senior Business Connectors 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
- Mentor, advise and guide other more junior staff as required

Performance reporting & management

- Update and provide Senior Business Connector and Management Team with key metric information and data on a weekly basis to ensure smooth verification of service in line with GDPR and audit requirements (100% compliant).
- Understand data collection requirements with key funders and stakeholders
- Record business base data accurately on the CRM and fully and accurately update upon subsequent interventions with the client
- Monitor and report on outputs and outcomes as required by funders, Cornwall Council and other stakeholders
- Maintain all internal files and data for allocated clients in accordance with EU audit requirements and adopted CIOSGH practices ensuring that the project passes scrutiny from all internal and external audit reviews

Resource management

- Manage own time with clients so that it is efficient in line with agreed 'Tiered Approach' to service.

Customer feedback

- Ensure that clients are aware that customer feedback systems are in place so that they have the opportunity of influence service improvement initiatives- particular through agree Follow Up systems.
- Provide written responses to enquiries or complaints as directed by the Senior Business Connectors

KEY RESULT AREAS:

- The provision of a high-quality service that meets the needs of clients in terms of facilitating their access to growth services- working to agreed performance targets (particularly in relation to appointment levels, IDB, knowledge, partner relationships and data recording)
- Monitor own activity and plan to ensure all targets are met or exceeded

- Development and maintenance of a demonstratable expert level of knowledge and expertise
- Timely and accurate reporting of work via the CIOGH CRM to ensure GDPR and audit compliance at all times
- Demonstratable excellence in value added and customer service development
- Contribution to growing the market for business support by demonstrating its effectiveness- providing info, case studies, intel etc

PERSONAL & TEAM RESPONSIBILITIES:

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company'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 own self-development on a continuous basis.
- Participate actively and positively in the effective matrix management of activities across the CDC
- Display strong customer and commercial focus towards the delivery of all commissioned work, supporting the identification and securing of additional funding or contract opportunities
- Carry out responsibilities with due regard to the UK Data Protection Legislation and the General Data Protection Regulation (GDPR)
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Sustainable Development Policy
- Work at all times within the code of the Health & Safety Act

Date last reviewed: July 2021

Approved by manager: July 2021

Evaluated by CDC HR:

Agreed with post holder:

Date Personnel informed:

PERSON SPECIFICATION

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

EXPERIENCE

Essential	Desirable	How identified
<p>Expert knowledge of business support programmes</p> <p>Experience of working at a senior level in or with SMEs</p> <p>Significant experience of business support programme/project delivery</p> <p>Ability to conduct in-depth and effective diagnostics with clients and to develop and agree relevant and soundly-based action plans to take the clients forward in their growth trajectory</p> <p>Strong insight into all aspects of the operation of an (SME) business</p> <p>In-depth understanding of business and commerce, economic drivers</p> <p>Commitment to excellence in customer service</p>		<p>Application form / CV</p> <p>Interview</p> <p>References</p>

EDUCATION & TRAINING

Essential	Desirable	How identified
Degree and/or professional qualification in a relevant discipline	Membership of an appropriate professional body, eg SFEDI	Application form / CV Certification

BEHAVIOURS

Essential	Desirable	How identified
<p>Highly developed client relationship competencies</p> <p>A track record of success in business</p>	Politically aware with the ability to influence outcomes with diplomacy	<p>Application form / CV</p> <p>Interview</p> <p>References</p>

<p>Passionate about business and Cornwall</p> <p>A credible ambassador for business in Cornwall and the Cornwall Growth Hub</p> <p>Articulate, dynamic, energetic and delivery focussed</p> <p>Able to build effective and productive working relationships at a senior management level</p> <p>Innovative thinker</p> <p>Ability to forge successful partnerships with organisations in both the public and private sectors</p>		
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KNOWLEDGE & SKILLS

Essential	Desirable	How identified
<p>Excellent interpersonal and team working skills</p> <p>Ability to have (sometimes) difficult conversations with business owners</p> <p>Excellent report writing skills</p> <p>Enhanced networking skills</p>	<p>Good knowledge of Cornwall and its economic, business and social context</p> <p>Knowledge of European and national funding structures and programmes</p>	<p>Application form / CV</p> <p>Interview</p> <p>References</p>

ANY ADDITIONAL FACTORS

Essential	Desirable	How identified
<p>Fully competent in the use of ICT including the main Microsoft packages</p> <p>Ability and willingness to travel throughout the county</p> <p>Flexible working outside normal office hours may be required</p>		<p>Application form / CV</p> <p>Interview</p> <p>References</p>