



CUMBRIA
LOCAL
ENTERPRISE
PARTNERSHIP

BUSINESS GROWTH ADVISER

JOB DESCRIPTION

Job Title	Business Growth Adviser
Reporting to	Business Growth Manager

Purpose of the job

The job holder(s) will be responsible for:

1. Providing expert advice and guidance to businesses as part of the Cumbria LEP's (CLEP's) business support programme and other similar initiatives, with a particular focus on those enterprises with the greatest growth potential, with a view to developing long-term and productive relationships.
2. Using your expertise to advise CLEP as part of its continuous review, development and delivery of business growth support to businesses and individuals, which reflects business needs over wants.
3. Acting as an ambassador for CLEP and all of its programmes and ensuring visibility, awareness of support and client satisfaction.
4. Engaging, collaborating and working productively with other providers of Business Support to ensure that clients' needs are met.
5. Contributing to seeking, winning and delivering new business opportunities as part of the wider services offered/developed by CLEP.

Main Areas of Responsibility

The jobholder(s) will:

1. Engage with businesses to deliver high quality business support and advisory services, ensuring that all businesses receiving support are eligible and that all records and documentation is completed promptly and accurately.
2. To make high-quality referrals to a range of other Business Support providers, with a focus on supporting the relationship between client and provider, leading to the successful take-up of provision.
3. Continuously develop your expertise as a subject/sector specialist, which can be promoted to the business community as a way of encouraging engagement.



CUMBRIA
LOCAL
ENTERPRISE
PARTNERSHIP

4. Work closely with the team to achieve productive engagement with all clients on a 6 monthly basis, ensuring that supported businesses remain on-track to deliver their Growth Action Plan. Activity to include addressing any issues raised during earlier referrals and exploring new referrals, where appropriate.
5. Generate client engagement through your own networks, attendance at events, the use of social media etc.
6. Effectively promote CLEP's business support programmes amongst partners and potential customers.
7. Use your previous experience and knowledge to contribute to the formation of new services offered by CLEP.
8. Participate as required in activity which CLEP is commissioned to undertake on behalf of customers, including Local Authority partners.

Knowledge, Skills and Abilities

The successful applicant will be an energetic, driven and results focussed individual with the ability to be both proactive and reactive. The successful applicant should also understand Cumbria's economy and sectors as well as have a reasonable understanding of LEPs, their roles and responsibilities.

Key knowledge skills and abilities required:

1. The post holder will be required to demonstrate relevant professional experience, which allows them to fulfil the main areas of responsibility listed above.
2. Thorough knowledge of the services available to businesses and individuals looking to start or grow a business in Cumbria, including support which is available via the public/private/third sectors – and importantly a commitment to continuously developing this knowledge.
3. Demonstrable evidence of relevant CPD, including any subject/sector specialisms.
4. Comprehensive and specialist knowledge of business growth support and its specific application in small and medium sized businesses.
5. Expert knowledge of business processes and systems, and the challenges faced by businesses with growth potential.
6. Thorough understanding and experience of dealing with senior decision makers within businesses and organisations and be able to provide credible solutions to potentially complex issues and problems.
7. The ability to apply experience and knowledge to a range of business environments and organisations, not exclusively SMEs.



CUMBRIA
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PARTNERSHIP

8. The ability to collaborate with other organisations/people and become a trusted partner amongst clients.
9. Excellent communication skills, both orally and in writing, to a range of audiences coupled with a sound level of IT literacy.
10. Abiding by and promoting the core values of the company at all times.

Equality Statement

CLEP is committed to representing the communities that we serve and creating a diverse and inclusive workforce, which allows people to succeed on merit. CLEP aims to go beyond compliance with equality legislation. It aspires to be a champion of best practice in all aspects of equality, diversity and inclusion, and seeks to create an inclusive working where all are equally valued. We therefore welcome all candidates regardless of their sex or gender reassignment; marital status (including civil partnership); sexual orientation; race, language, ethnic or national origins and nationality (including citizenship); religious belief; disability and / or medical conditions; age; and whether they have dependents.

Terms and Conditions

Contract: This is a fixed term contract up until 31 March 2023, with the potential to extend subject to contract.

Salary: The salary will be £37,500 per annum, with a contributory pension scheme of 5%, 7% or 10%, which is matched by CLEP.

Hours: 37.5 hours per week.

Base location: Cumbria: home based with some local travel and visits to CLEP Redhills offices when required.

Applications

Interested candidates are invited to submit their CV together with a covering letter outlining their interest in the post to Lynsey Parke at info@thecumbrialep.co.uk by 5pm on Friday 24th June. Interviews will be held on Wednesday 29th June.