



Job Description

Job Title:	Business Advisor (Fixed Term for 2 years)
Team/Service:	Economy Investment & Enterprise
Business Unit:	TDA
Commissioning Area	Environment
Responsible To: (<i>day to day issues</i>)	Senior Business Advisor
Accountable To: (<i>line manager</i>)	Senior Business Advisor
Salary Grade: (<i>Spinal column points only</i>)	Grade I 34-37

1. Key Purpose of Job

- 1.1. To support delivery of the TDA Business Plan through provision of high quality business support, principally to start up and existing enterprises in Somerset with a particular emphasis on improving the performance and growth of businesses supported.

2. Anticipated Outcomes of Post

- 2.1. To implement and deliver a business start up programme
- 2.2. To support the delivery of the Somerset Enterprise Centres contract
- 2.3. To implement and deliver an independent and comprehensive diagnostic, brokerage and account management service for the TDA.
- 2.4. To increase the number of businesses which are accessing the range of TDA services for business and develop a caseload of businesses that benefit from intensive assistance.
- 2.5. Increased referrals to bespoke business support provision i.e. export advice, TDA Business Membership and other growth programmes.

3. List Key Duties and accountabilities of the post

- 3.1. To deliver general business support and advice to TDA clients across Somerset and elsewhere as required.
- 3.2. To build effective relationships and proactively work with TDA tenants, graduates of business start up services and businesses in identified priority areas to support their growth.
- 3.3. To support the promotion and delivery of TDA Membership; this includes delivering a number of business workshops as part of the Membership package.
- 3.4. To identify, effectively develop and support a caseload of businesses using appropriate diagnostic tools, business planning (inc. generic business support),

financial/Management Accounting and the use of brokered services such as specialists/mentors/consultants to achieve enterprise goals.

- 3.5. To examine in detail the elements and structure of client businesses in order to diagnose barriers to and opportunities for their growth.
- 3.6. To work with caseload clients in identifying available sources of funding and assisting them with the formulation of proposals to financial institutions.
- 3.7. To contribute to the monitoring and evaluation of information, data and performance indicators necessary to ensure continuous improvement of the service, including maintaining TDA's customer relationship database, records and progress reporting.
- 3.8. To develop and maintain good working relationships with officers of other services within the TDA and with officers from other organisations involved directly or indirectly in job and wealth creation in Somerset
- 3.9. To participate in the development of other employment and labour market programmes, sharing knowledge within the team and ensuring that client businesses are aware of these programmes.
- 3.10. To enhance knowledge and understanding of the key areas of improving business performance and remaining up to date with the business support and skills agenda.
- 3.11. To maintain and develop professional knowledge through achieving and retaining SFEDI accreditation.
- 3.12. All duties and responsibilities should be carried out in accordance with agreed policies and procedures, in particular, the policies on Data Protection, Equal Opportunities and Health and Safety.
- 3.13. Any other duties commensurate with the post.

4. Give examples of the typical types of problems and decisions the post will be required to make

- 4.1. The postholder will be responsible for quickly identifying the barriers to businesses growth and proposing appropriate solutions. Failure to identify a solution will lead to reputational damage for the TDA.
- 4.2. The postholder will be required to help businesses develop a robust business plan and cashflow
- 4.3. The postholder will be required to support client businesses seeking and applying for grant and other finance funds.
- 4.4. The postholder will be required to prioritise their workload against the groups set out in 3.2 of the job description. This may result in some businesses not receiving the depth of support they want.
- 4.5. The post will be visible to the business community and as such the performance of the postholder will receive scrutiny.

5. Budgetary / Financial Responsibilities of the post

5.1. None

6. Supervision / Line Management Responsibilities of the post (Please show / provide organisation structure as an appendices, showing official reporting lines)

6.1. None.

7. Working Environment & Conditions of the post

7.1. Normal working environment and conditions in office base with regular visits to client businesses premises.

8. Physical Demands of the post

8.1. normal physical effort

9. Specific Resources used by the post

9.1. PC & Phone

10. Key Contacts and Relationships

10.1. External

Will include client businesses, Somerset County Council, Somerset District Councils, Chamber of Commerce, Jobcentre Plus, Devon County Council, YTKO and others

10.2. Internal

TDA management team, Economic Development team including enterprise centres and workhubs, TDA Board

11. Other Duties

To undertake additional duties as required, commensurate with the level of the job.

Other Information

- a) All staff must commit to Equal Opportunities and Anti-Discriminatory Practice.
- b) The TDA operates a Smoke-Free Policy and the post-holder is prohibited from smoking in any of the TDA's buildings (including TDA owned and TDA leased buildings, but excluding designated areas in residential schemes), enclosed spaces within the curtilage of buildings, and TDA vehicles. The TDA does not permit smoking breaks within work time; however, in services where the flexi-scheme is in operation, employees may take reasonable break times outside of core hours, in accordance with flexi-time arrangements. Employees should follow the flexi-scheme procedure for agreeing time away from their duties in the normal manner with their immediate colleagues and line manager, with break start and finish times being recorded, as with any other break-time arrangement.
- c) The post-holder is expected to familiarise themselves with and adhere to all relevant TDA Policies and Procedures.



Person Specification

Note for Candidate

All Candidates

The supporting statement on your application form will be used to assess ability to meet the essential requirements of the role, so you should explain how you meet each of the numbered essential requirements within your supporting statement.

In a competitive situation, the desirable criteria may be taken into consideration, so you are encouraged to show how you also meet each of the desirable criteria.

Candidates who consider that they have a disability

Reasonable adjustments will be made to the job, job requirements or recruitment process for candidates with a disability.

If you consider yourself to have a disability you should indicate this on your application form, providing any information you would like us to take into account with regard to your disability in order to offer a fair selection interview.

Where ever possible and reasonable we will make adjustments and offer alternatives to help you through the application and selection process.

If you have indicated that you have a disability on your application form you will be guaranteed an interview if you clearly demonstrate in your supporting evidence how you broadly meet the essential requirements of the role.



Person Specification

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Essential Skills and Effectiveness:	Desirable Skills and Effectiveness:
<ol style="list-style-type: none"> 1. The ability to understand and interpret financial information 2. The ability to analyse and assess a business plan and offer recommendations to improve. 3. Able to convey information professionally, accurately and clearly in a manner which is clearly understood, demonstrating presentation, report writing and general communication skills. 4. Ability to utilise appropriate IT systems including Microsoft office, internet and database systems. 5. Able to produce results and prioritise workloads meeting the needs and expectations of clients and the colleagues. 6. Able to see tasks through to a successful conclusion, meeting challenging deadlines whilst maintaining attention to detail. 7. Contributing successfully to effective team working. 	<ol style="list-style-type: none"> 1. Ability demonstrate effective client management skills to build high level of trust between the client and the TDA. 2. Ability to develop and maintain professional and local networks.

Essential Knowledge:	Desirable Knowledge:
<ol style="list-style-type: none"> 8. Demonstrable understanding of commercial investment decisions. 9. Demonstrable understanding of business development issues. 	<ol style="list-style-type: none"> 3. An understanding of the specific issues facing the Somerset economy. 4. Knowledge of appropriate funding opportunities and regimes.

10. Demonstrable understanding of the steps required to prepare a business plan including budgeting, forecasting and marketing.	<p>5. Knowledge of business support providers operating across the South West of England which may support delivery of the outcomes required.</p> <p>6. An understanding of the current policy and regulatory environment for business.</p>
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Essential Experience/Achievements:	Desirable Experience/Achievements:
11. Minimum of 2 years experience in a business development role in either the private or public sector.	<p>7. Experience of advising businesses or running your own business.</p> <p>8. Experience of working in a retail related business context in an operational, advisory or management capacity.</p>

Essential Qualifications/Professional Memberships:	Desirable Qualifications/Professional Memberships:
12. To hold a Level 4 (degree level) or equivalent qualification.	<p>9. SFEDI Business Advisor accreditation.</p> <p>10. Evidence of continuing professional development.</p> <p>11. PRINCE 2 project management qualification.</p>

<p><u>Essential – Other requirements of the job role</u></p> <ul style="list-style-type: none"> • Ability to travel efficiently Somerset/South West/UK in order to carry out duties • Ability to accommodate unsociable hours • Ability to accommodate occasional home-working
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