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| **Job Title**  | Senior Business Advisor (Casual) |
| **Department** | Growth Lancashire Ltd |
| **Job Family** | Organisation & Business Services |
| 1. **PURPOSE OF THE JOB**
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| To provide in depth, specialist business growth advice and guidance to businesses across the 14 districts of Lancashire which results in a positive effect on the economic regeneration of the County. To create and provide a proactive business engagement and support service, capable of targeting key business types and sectors, providing high quality services either remotely or at the businesses own premises to improve business performance or support the creation of a new enterprise.To ensure the successful delivery of the IDB (information, diagnosis and brokerage) service in Lancashire utilising your own skills and that of other specialists to deliver support on a one-to-one (or group basis) which help to achieve contracted outputs as part of the Lancashire Growth Hub service (Boost Business Lancashire).To initiate, develop and maintain key partnerships in order to implement programmes, events and networks for the development of the Lancashire economy through business growth.To assist the Business Growth Manager with the development, implementation and monitoring of externally-funded Business Growth Team projects.To contribute as a senior member of the company and to provide a quality, effective and efficient service. |
| 1. **MAIN AREAS OF RESPONSIBILITY**
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| Act as a specialist in the delivery of business growth support to businesses and individuals within Lancashire to effect significant long term change in business performance, competitiveness and wider economic regeneration. Create and provide a proactive business engagement/support service capable of targeting key business types and sectors, providing high quality services either remotely or at the businesses own premises to improve business performance or support the creation of a new enterprise.To deliver the IDB (information, diagnosis and brokerage) service in Lancashire utilising your own skills and that of other specialists to deliver support which helps to achieve contracted outputs as part of the Lancashire Growth Hub service (Boost Business Lancashire).Problem solve, think creatively, explore alternative innovative means, and anticipate the impact of technological developments on the local economy and the formation of plans of action to support local businesses. Assimilate, interpret and contextualise complex technical, business intelligence and data in order to undertake advanced analysis and specialist diagnostics in order to advise others, including businesses and individuals on the identification and implementation of strategic growth projects.Develop and maintain knowledge and relationships with businesses, partners and stakeholders at a national, regional and local level to ensure the company achieves corporate objectives and positively contributes to the performance of the Lancashire Enterprise Partnership.Provide a professional, business friendly response to enquiries received and undertake follow up referrals made through the Gateway Service on a rota basis from 8 am to 6 pm as necessary.In conjunction with the Business Growth Manager utilise specialist knowledge to contribute to the development of policies and projects so that the corporate objectives and targets are met.In conjunction with the Business Growth Manager identify, secure and manage resources from a range of publicly funded sources to ensure adequate support for the development of a competitive, innovative and technologically competent business community within Lancashire. This may include personal responsibility for large annual levels of funding to help specific businesses to effect business growth, innovative change and achieve significant returns on investment.Advise senior managers, external partners and Lancashire business leaders on best practice and to explore and recommend innovative methods of service delivery taking into account developments and emerging policies at local, regional, national and European levels in the field of business support for growth.Utilise specialist technical, project management, advocacy, mediation, advanced motivational, and persuasion skills to senior decision makers in businesses and start-ups to enable them to effect business growth that may not have otherwise occurred.Identify opportunities and support the preparation of bids to obtain additional resources for specialist business growth support within Lancashire.Contribute to the development/maintenance of systems and manage projects, identify and mitigate risks in order to deliver clear outputs and outcomes that ensure effective service performance and project delivery against agreed objectives and funding requirements. Contribute to internal and externally funded budget preparations and to monitor, report and advise on variations and their reasons.To instigate, prepare and deliver oral and written briefings on key business growth topics to senior managers, partners and senior business leaders within Lancashire.To work with senior staff in key partner organisations to implement joint initiatives, events and support programmes for the coordinated delivery of business growth services in support of the economic regeneration of Lancashire.To act with delegated authority to represent the views of the company and make decisions relevant to business growth that support Lancashire at a regional and national level.To review and advise upon the effectiveness of company activities, gathering feedback from businesses and/or individuals so that services are of high quality, fit for purpose and meet the key strategic aim of growing and strengthening the Lancashire economy. To identify, analyse and assess trends and gaps in the provision of business growth support and to determine development opportunities for enhancements or innovative ways of working to reflect changes in the economy. To continually develop and maintain advanced knowledge of business growth support trends and developments in order to assess the potential opportunities and impacts for the Lancashire economy and individual businesses.To abide by the objectives of the company in all aspects of work undertaken and promote services and achievements to appropriate audiences. |
| 1. **KNOWLEDGE, SKILLS & ABILITIES**

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| Qualified or working towards either a: a) SFEDI Level 4 in Understanding Business and Enterprise Support and Business Skills Support; b) SFEDI Level 5 Certificate in Professional Business and Enterprise Support Services; c) IOEE accredited relevant qualification; d) A professional qualification relevant to the role or your experience. Where this is not met, interested applicants will be required to demonstrate a wealth of relevant professional experience Demonstrable evidence of on-going personal development.Comprehensive and specialist knowledge of business growth support and its specific application in small and medium sized businesses.Expert knowledge of business processes and systems, and the challenges faced by businesses with growth potential.Thorough understanding of how to deal with senior decision makers within businesses and organisations to required standards of service and to be able to provide solutions to potentially complex issues and problemsGenerating the conditions and environment for delivery of quality services to internal and/or external partners, businesses and individuals that meet or exceed expectations.Excellent communication skills, both orally and in writing, to a range of audiences coupled with a sound level of IT literacy.Specialist experience in providing business growth and start up advice and guidanceExperience of using specialist knowledge to work in depth with business/organisations to effect innovative strategic changeExperience of playing a leadership role within a partnership environment, working under pressure and to strict deadlines in order to effectively gain the support of a wide range of key stakeholders and achieve agreed objectivesExcellent organisational and project management skillsWillingness to work flexibly, including weekends and evenings |