**Manchester Growth Company**

**Role Profile**

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| **Job Title:** | Business Advisor (Dimension 13) - Digital Creative and Technology Sector Advisor | **Date:** | 21 September 2015 |
| **Reporting Line:** | Digital Creative and Technology Growth Team Leader | **Job Level:** | 13 |
| **Department:** | Business Growth Hub | **Business Area:** | BSBF |

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| JOB PURPOSE |
| To deliver high quality growth advice to a portfolio of ambitious DCT business owners and senior managers to increase their capacity for growth through support with the identification and adoption of key productivity drivers. The role will assess the growth potential of DCT businesses, diagnose any barriers to innovation or advancement which may be holding back growth and agree suitable action plans to address these and release growth opportunities. This will include: handling enquiries from first eligibility checks through to the completion and implementation of growth plans, linking clients to those services and sources of expertise best suited to deliver practical solutions and instil new knowledge that will underpin future business performance and growth, ensuring this is delivered against operational plans and milestones. They will also act as an exemplar for client engagement and will be critical in providing the key evidence base for evaluation of performance against contractual outputs and partner expectations.  |

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| **KEY RESPONSIBILITIES**  |
| The Business Advisor’s (Level 2) primary responsibility is to ensure that the Digital Creative and Tech Sector service is delivered to produce the maximum impact in terms of assisting the client company to reach their full growth potential, and delivery of outputs and outcomes in terms of improved performance, GVA growth, new jobs created and jobs safeguarded. All levels of advisor will have the following responsibilities:* Handling client enquiries via, phone and email, initially assessing the growth potential and business needs using appropriate tools, processes and systems where required and Establishing and maintaining effective relationships and key client contacts
* Ensure that potential clients comply with the project eligibility criteria by ensuring that initial eligibility checks, prior to formal assessment and action planning are carried out.
* Making sure clients are personally introduced to those services identified as appropriate (internal and external) and monitor the delivery of these services is to support the clients strategy and/or objectives and address those barriers to growth identified
* Ensure that the monitoring and collection of output and impacts data is undertaken throughout the project and at the conclusion of each individual project in-line with funders’ requirements
* Ensure client enquiries and partner referrals are correctly recorded on MGC’s CRM and associated service specific data capturing systems, updating progress against agreed actions as plans progress and ensure all administration is completed in timely manner against deadlines and is checked for accuracy
* Work with the relevant businesses closely to monitor any outputs including new jobs created/safeguarded, any GVA increase and other service specific outputs and outcomes that result from activities undertaken

Level 2 advisors will be expected to: * Undertake detailed diagnostics on a business or a detailed diagnostic on a particular functional or business area using various tools and methods to capture baseline data from clients and as identify needs, which should be addressed by developing growth action plans. This will involve the analysis and interpretation of business and market data/intelligence to provide recommendations to senior management teams, boards and shareholders.
* Provide specialist guidance to DCT companies and ensure they have a clear growth plan.
* Undertake detailed discussions with client to understand their business issues and making sound recommendations for appropriate actions that will lead to growth
* Deliver bespoke DCT growth support directly to enable them to fully meet their growth potential; this will also include the need to utilise other specialist internal and external resources
* Develop and maintain a network of business/professional contacts that generate personal referrals
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| **DIMENSIONS** |
| * Support the Digital Growth and Sector Managers in the strategic development of the Digital Creative and Tech component of the Sector Support Service.
* Manage and capturing impact information from a portfolio of clients

Strategic Partners Project Partners Creative England and The LandingManchester DigitalThe Sharp ProjectTechNorthGM 10 Local AuthoritiesInternal Partners UKTI and MIDAS |

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| **KNOWLEDGE, SKILLS AND EXPERIENCE** |
| Essential Skills* Capable of developing and maintaining positive relationships with clients and internal colleagues.
* Be able to develop market knowledge and remain up-to-date with the DCT sectors
* Experience of delivering support to SMEs in the DCT Sectors
* Managing business issues associated with the SMEs.
* Experience of working as, or with, Senior Managers within a company or companies.
* Sales and Account management skills
* Presentation skills both written and oral
* Excellent communication and networking skills
* Excellent planning, organizational, administrative and project management skills
* Well-developed IT skills, including an understanding of computerised management information systems, spreadsheets, diary management, e-mail and CRM databases.

**Qualifications / Experience** * At least degree level business education, or degree level qualification with a Management body or the relevant business experience to match those
* Over 5 years of sector(s)/business experience in the private sector, including at a senior management or Director level
* Proven track record in managing the range of business issues associated with periods of business growth
* Proven track record in working effectively in a professional team/s
* Professional experience and approach to managing and delivering business assessment, advice and development

**Knowledge*** Understanding and experience of using project management techniques
* Has technical knowledge in the key drivers relent to DCT companies capacity to grow
* Knowledge and understanding of the key national, sub-regional and local organisations and their role in supporting economic development and specifically business growth
* Understanding of customer focused approach of working with businesses to foster engagement and encourage commitment to working towards economic development

**Personal Style*** Team player, but also a self-starter
* Proven critical thinking and problem solving skills
* Ability to identify opportunities and to be innovative
* Flexible, hardworking and entrepreneurial attitude.
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| **CONTEXT** |
| This role supports the digital, creative and technology services delivered across Greater Manchester and in particular the ERDF co-financed components of these services. The role holder will be expected to act as an Advisor alongside colleagues and will also lead on areas specific to their portfolio of clients.The rationale for this role is to ensure that we retain a clear link between client engagement and contractual outputs.  |