

Business Adviser – Start-up Growth

Job Description.



Menai Science Park Ltd

Our vision is "To ignite ambition & innovation for a sustainable Wales."

Job Title	Business Adviser – Start-up Growth
Line Management	Business Support & Project Development Manager (M-SParc)
Reports to	Delivery Manager
Salary	£36,400 - £40,000 Pro Rata
Hours of Work	37.5hrs (Part Time option will be considered)
Term	2 Years Initially
Division	Business Wales: Entrepreneurship and Start-up Service
Location	Based at Menai Science Park (M-SParc) M-SParc Hot Desking and Co Working Locations.
Travel	Requirement to visit sites and clients and attend events, will mean that ability to travel is essential.

Making a Difference

This is an exciting prospect and excellent career opportunity to become part of the M-SParc team, working on the Business Wales programme. As a Start-up Growth Business Advisor, you will work with and support exciting start-up's in Wales who have incredible growth prospects, igniting their ambitions.

The Contract

Will be shared with the candidate upon appointment.

Introduction

M-SParc in partnership with Business in Focus and Menter Môn have secured the contract to deliver the Business Wales service. Known collectively as Enterprise Partnership Cymru (EPC) we will be providing advice and support to entrepreneurs pan-Wales, on behalf of the Welsh Government.

EPC was successful in their bid to deliver both Business Wales advice services; Entrepreneurship and Start-up Service and Business Development and Growth Service.

The role is a part of the dynamic Entrepreneurship and Start-Up Service division which focuses on providing a wide range of advice to young people and start-up businesses through a variety of means including digital, telephone and face to face support.

M-SParc (a wholly owned subsidiary of Bangor University) is a Science Park aimed at supporting knowledge led enterprises and projects to grow and succeed. Further details can be found on our website www.m-sparc.com and on our social media channels.

The Role

Business Advisors – Growth, support clients who have the ambition to start a growth business:

- Providing advice on early stage business issues.
 - Empowering individuals to make informed decisions that enables business start-up success.
 - Providing business and financial planning advice.
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The Responsibilities

1. Provide dedicated advisory support to develop the skills, focus & confidence of an entrepreneur to enable them to lead and develop a high growth start-up.
2. Provide support through a diverse range of direct and indirect methods; a) digitally, e.g. webinars on appropriate digital platforms, 1-2-1 advisory session, deliver 1-many webinars
3. Working closely with colleagues including:
 - a. Start-up Assessors, who triage client enquiries
 - b. Start-Up Engagement Facilitators, who engage with clients and review/complete basic diagnostic information.
4. Responsible for meeting with, understanding the business, preparing appropriate feedback and identify issues/opportunities for growth.
5. Deliver an agreed client action plan, aligned to the client achieving their desired outcomes.
6. Support clients with their first business plan, their understanding of young persons and start-up grants available, and drafting a start-up funding application.
7. Provide information and support to clients on start-up business issues, in order to sustain momentum towards agreed start-up objectives.
8. Agree an action plan, aligned to them achieving desired outcomes, e.g. write their first business plan, understand start-up grants available, draft a start-up funding application.
9. Support clients develop their business skills and knowledge, to prepare and empower them as entrepreneurs. Manage the client relationship to maintain momentum towards the agreed goals and KPI outcomes, managing client expectations as progress is made and support concludes. Make effective use of support resources available in allotted time. Make referrals as appropriate, e.g. colleagues in Business Wales service, other Welsh Government programmes, Local Authorities, Start-up Loans, Development Banc of Wales, and wider ecosystem.
10. Make effective use of digital resources and wider ecosystem available, providing information and resources material to clients in order to sustain momentum towards the agreed goals.
11. Monitor client activity and progress to maximise KPIs and other value-added outcomes.
12. Ensure client support hours are signed off and delivered effectively to progress agreed actions and achieve KPIs. Accurately record all activity with clients, evidencing in the necessary digital paperwork, in compliance with contractual requirements and operational procedures.
13. Identify trading clients within the BW portfolio with the true potential and ambition for growth/high growth, facilitate timely and comprehensive handover to the Business Adviser – Growth or Relationship Manager Programme (RMP).
14. Identify and encourage clients with the potential to be BW ambassadors or to participate in the BW Mentoring programme as a Mentor.
15. Provide generalist advisory support through a diverse range of direct and indirect methods; a) digitally, e.g. webinars on appropriate digital platforms, 1-2-1 advisory session, deliver 1-many webinars, e.g. Start Up to Scale Up webinar/workshops, participate in other webinars and activities that attract and engage entrepreneurs and start-up clients, and b) face-to-face, occasional 1-2-1s, if required. Undertake these activities in a professional and knowledgeable manner using the agreed materials.
16. Contribute to creating and developing business related digital content, e.g. video tutorials, and keep related digital resources up-to-date, e.g. information factsheets, 3rd party information for signposting.

17. To enable colleagues to service common themed general business enquiries and support delivery of support initiatives, e.g. provide advice for colleagues, sharing knowledge and provide advice to Business Wales colleagues.
18. Work with Delivery Manager and Client Engagement Team Leader to develop new and innovative content and activities, propose continuous improvements, and undertake CPD to colleagues in the wider service.
19. Encourage clients to engage with the relevant business-to-business networks that may assist them in starting a business, and where appropriate starting a growth business. Make appropriate suggestions and signpost clients accordingly.
20. Establish and develop effective local and national engagement with clients, colleagues and stakeholders to promote the service, secure effective referral network, and brokerage advice.
21. Attend business networking and engagement events to promote the service to potential clients and stakeholders.
22. Proactively identify clients with successful outcomes for marketing and PR case studies to promote the BW service.
23. Contribute to the development of the Ecosystem to ensure services available from procured service providers in the private sector remain relevant and up to date.
24. Maintain knowledge of local, national and sector specific developments in area, general business trends and practice. Undertake appropriate and agreed learning to maintain CPD. Proactively share intelligence information on a regular basis to develop engagement, reach and service provision in the appropriate forums, as directed by Delivery Manager.
25. Undertake any other duties as reasonably required by the Senior Management Team.

Equality & Diversity:

26. Promote the equality and diversity through the business support provided to Business Wales' clients;
27. Maintain an up-to-date awareness, training and CPD of equality & diversity issues and how to professionally deliver an inclusive service to all clients.
28. Deliver an inclusive service in line with contractual requirements.

The above is a broad definition of the job responsibilities. It does not consider every aspect of the job which the jobholder may be required to perform. Flexibility is essential since the jobholder's working hours will be determined by the requirements of the business.

General Duties

- Take independent decisions, within the agreed framework agreed by the Business Support & Project Development Manager, and managing their work when they are absent.
- Plan, prioritise and organise own work to achieve agreed objectives.
- Solving day to day problems as they arise, while recognising when a problem should be referred to others.
- Adopting a positive approach to teamwork, always looking for opportunities to act as an Ambassador for M-SParc and Business Wales.
- Ensure exceptional level of Customer Service, engaging with M-SParc's tenants and wider ecosystem whenever required.

Person Specification

Requirements	Essential	Desirable
Education & Training		
Advisory qualification, e.g. ILM Level 5 Business Support, SFEDI Level 3, or equivalent OR Management Qualification, e.g. ILM Level 5 Management, or equivalent OR Degree level or above in an entrepreneurship or business-related qualification	✓	
Introductory Certificate in accountancy / finance, e.g. AAT level 1 or equivalent financial qualification		✓
Experience & Knowledge		
Proven experience of working in a start-up business OR Delivering business advice* to a diverse portfolio of start-up businesses/entrepreneurs. <i>(* - "supporting" is defined as: Advising a portfolio of businesses with a diverse range of issues, with proven results on how advice given contributed to them improving/achieving start-up, growth potential or other business objectives).</i>	✓	
General knowledge of the following: <ul style="list-style-type: none"> Financial management; book keeping, record keeping for HMRC, HMRC requirements inc. NI, Insurances required e.g. Public Liability etc., Business Rates. Sources of finance in both public and private sectors, e.g. start-up funding, WG grants, RBF Environment & waste Marketing including Social Media Equality & Diversity legal requirements Employment Subsidies available International Trade ICT Supply chain/procurement Just in Time/Lean or other manufacturing /production methodologies . 	✓	
Excellent knowledge and understanding of starting a business and related good practice, and how to effectively apply to small and medium sized businesses.	✓	
Good understanding and experience of financial management information in a diverse range of businesses, sectors and/or industries.	✓	
Direct knowledge and experience of one or more industrial sectors		✓
Good knowledge and understanding of the needs and issues impacting SMEs in Wales, the economy in Wales and wider influences in the UK. Understanding of local / regional differences in the Welsh economy	✓	
Good awareness and knowledge of business support available from public and private sectors	✓	
Skills & Competencies		
Effective in determining priorities, planning time, organising workload to establish measurable results, objectives and milestones for self and others.	✓	
Communication - verbal: Adapts style and detail to audience. Ability to interact effectively with people; persuading and influencing people at all levels; explains/presents information concisely and logically.	✓	

Communication - written: Adapts style and detail to audience. Presents information accurately, succinctly, and logically.	✓	
Customer Service – Works and collaborates with others effectively, is able to identify needs and deliver workable solutions, manages expectations, modifies individual approach to different situations.	✓	
Learning/Improving – proactively seeks information, learns from mistakes and promotes constructive feedback	✓	
Analysis and use of evidence – gathers the relevant information, presents evidence concisely and makes rational judgements	✓	
Effective working productively under pressure, adapts and accepts changing circumstances	✓	
Commercial awareness for delivery of results and added value	✓	
Acts with high integrity, defends equal opportunities and leads by example to uphold organisational ethics and values	✓	
Highly experienced in using digital platforms with strong IT skills, e.g. Microsoft Office/365.	✓	
Welsh Speaker is always highly desirable and can be essential in some circumstances, subject to existing resource capability at that time. <i>(NB: Each vacancy will specify if highly desirable or essential and applications will be considered on a case-by-case basis.)</i>	✓	✓
Valid UK driving license and use of vehicle to travel in region on a regular basis to fulfil duties, e.g. attending events, meetings.	✓	