

# Decarbonisation Advisor

## Job Description.



### Menai Science Park Ltd

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

<b>Job Title</b>	Decarbonisation Advisor
<b>Line Management</b>	Business Support & Project Development Manager (M-SParc)
<b>Reports to</b>	Thematic Advisory Team Manager
<b>Salary</b>	£36,400 - £ 40,000 Pro Rata
<b>Hours of Work</b>	37.5hrs (Part Time option will be considered)
<b>Term</b>	2 Years Initially
<b>Division</b>	Business Wales: Business Development and Growth Service
<b>Location</b>	Menai Science Park (M-SParc) M-SParc Hot Desking and Co Working Locations. Travel across Wales, and opportunities to work from home also. To be agreed.
<b>Travel</b>	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 the Decarbonisation Advisor, you will Support SMEs in Wales understand the decarbonisation and netzero agenda's, why their important and what they can do to help reach the ambitious net zero targets set by Welsh and UK Government. Working alongside the Egni Low Carbon Team this role is an opportunity to support businesses across Wales transition to a net zero future.

### 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, as Enterprise Partnership Cymru (EPC), on behalf of the Welsh Government, providing advice and support to entrepreneurs pan-Wales.

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 Business Development and Growth division which focuses on providing a wide range of advice to growing 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](http://www.m-sparc.com) and on our social media channels.

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## The Role

The Decarbonisation Advisor, classed as a *Specialist Advisor*, is an integral part of the Relationship Management Programme (RMP) within the Business Wales service and will be the thematic lead for the respective technical area:

- Supporting SMEs in their ambition to decarbonise by offering guidance and support including carbon literacy and an understanding of the policy landscape.
  - Support SMEs to develop and understand their carbon footprint and to develop decarbonisation roadmaps.
  - Incorporating energy and resource efficiency and new low carbon technologies.
  - Developing new resource efficient ways of working and long-term change.
  - Dealing with the economic impacts of the energy crisis.
  - Providing knowledge and expertise across the service; developing innovative and engaging content and resources for use by clients and colleagues, directly and indirectly contributing to the attainment of related KPIs.
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## The Responsibilities

### General client enquiries:

1. Provide specialist advisory support through a diverse range of methods; a) digitally, e.g. webinars on appropriate digital platforms, 1-many webinars, e.g. 'Green Ambition' workshops, participate in other seminars and activities that attract and engage growth 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.
2. As specialist lead, create and develop specialism related digital content, e.g. video tutorials, and keep related digital resources up-to-date, e.g. information factsheets, 3rd party information for signposting.
3. To enable colleagues to service common themed specialist enquiries and support delivery of thematic initiatives, e.g. 'Green Growth Pledge', Environmental, Social & Governance (ESG) policies, provide thematic advice for colleagues, sharing specialist knowledge and provide advice on area of specialism to Business Wales colleagues.
4. Work with Delivery Manager and Thematic Advisory Team Manager to develop new and innovative content and activities, propose continuous improvements, and undertake CPD to colleagues in the wider service.

### Relationship Manager Programme:

5. Work collaboratively with the Relationship Manager Programme, engaging with the Ecosystem Participation Panel, a forum established to support clients with specialist related queries.
6. Undertake project work with clients who require specialist support.
7. Utilise approved diagnostic tools to ascertain understanding of client's business and identify specialism related barriers to development and growth.
8. Work with clients on agreed actions in order to sustain momentum towards the agreed goals, as defined in the client's Strategic Operating Growth Plan (SOGP), within the allotted time.
9. Evidence in the necessary digital paperwork, in compliance with contractual requirements and operational procedures. Ensure support hours are delivered, documented and signed off.
10. Monitor client activity/progress against their RFG to maximise outcomes/KPIs for WG and provide material/case studies for marketing content.

### Generic responsibilities:

11. Encourage clients to engage with the relevant business-to-business Growth networks that may assist them in achieving business development and growth potential. Make appropriate suggestions and signpost clients accordingly.
12. Establish and develop effective local and national engagement with clients, colleagues and stakeholders to promote the service, secure effective referral network, and brokerage advice.
13. Attend business networking and engagement events to promote the service to potential clients and stakeholders.
14. Contribute to the development of the Ecosystem to ensure services available from procured specialist service providers in the private sector remain relevant and up to date.
15. Identify and encourage clients with the potential to be BW ambassadors or to participate in the BW Mentoring programme as a Mentor.
16. Maintain knowledge of local, national and sector specific developments in specialist area, general business trends and practice.
17. Undertake appropriate and agreed learning to maintain CPD.
18. Proactively share intelligence information on a regular basis to develop engagement, reach and service provision in the appropriate forums, as directed by Delivery Manager and Thematic Advisory Team Manager.
19. Undertake any other duties as reasonably required by the Senior Management Team.

### Equality & Diversity:

1. Promote the equality and diversity through the business support provided to Business Wales' clients;
2. Maintain an up-to-date awareness, training and CPD of equality & diversity issues and how to professionally deliver an inclusive service to all clients.
3. 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.
- Collaborate with the M-SParc Egni team to support initiatives across the low carbon sector.
- 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.

## The Person Specification

Requirements	Essential	Desirable
<b>Education &amp; Training</b>		
Educated to degree level in a relevant Decarbonisation/Sustainability/Resource Efficiency related subject		✓
<b>Experience &amp; Knowledge</b>		
Excellent knowledge and understanding of net zero and sustainable legislation and good practice and how to apply the principles to small and medium sized businesses.	✓	
Experience of providing telephone or face-to-face advice and guidance to small and medium sized businesses.	✓	
Proven experience of working in a business <u>OR</u> Delivering specialist advice* to a diverse portfolio of businesses on decarbonisation/sustainability/resource efficiency. <i>(* - "supporting" is defined as: Advising a portfolio of businesses with a diverse range of specialist issues, with proven results on how advice given contributed to them improving/achieving growth potential or other specialist business objectives).</i>	✓	
Proven relevant experience is required and significant experience of working with medium sized SME businesses		✓
Direct knowledge and experience of one or more industrial sectors		✓
Understanding of local / regional differences in the Welsh economy	✓	
Awareness and knowledge of general business support available from public and private sectors	✓	
Good awareness of specialist business support available from public and private sectors	✓	
<b>Skills &amp; Competencies</b>	✓	
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.	✓	