



## **JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)**

<b>JOB TITLE:</b>	AIM for GOLD Business Development Officer		
<b>GRADE:</b> <b>JOB CODE:</b>	G8 EEC11AIMFG8 JE Checked 14/05/2021	<b>SERVICE AREA:</b>	Regeneration and Development
<b>REPORTS TO:</b>	Employment Growth Manager	<b>LOCATION:</b>	Civic Centre – possible remote working at Black Country locations
<b>SPECIAL CONDITIONS:</b>	<p>This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers.</p> <p>Drivers Licence required ( access to car - business use)</p>		

### **1. Main purpose of the job role:**

This post is part funded by European Regional Development Fund (ERDF). The role plays a key role supporting the Black Country AIM for GOLD Programme in the delivery of a high quality-in-depth finance specific comprehensive business support function across all the four Black Country Local Authorities who are the delivery partners of the ERDF supported AIM for GOLD Business Growth Programme.

Working as member of the AIM for GOLD central core team whilst embedded within the delivery team at Walsall Council, the postholder will lead on the facilitation of access to finance, financial support services and provide financial planning for Black Country businesses on the AIM for GOLD Business Growth Programme; to create economic sustainability through business growth and increasing the productivity of the business base to improve the competitiveness of the region.

The role is fundamental to the delivery of the AIM for GOLD Business Growth Programme and will work in partnership with delivery officers (Business Account Managers) from all the four delivery partners. In partnership with Account Managers, the post holder will be directly responsible for the delivery of a targeted financial planning and reviews to businesses as part of developing their growth plans and grant applications.

The postholder will also work alongside other members of the central core team, the Programme Manager, Business Development Officer (Grants), Project Officers (Claims and Monitoring) in supporting the grant processes ensuring: robust grant applications are produced, due diligence checks, gateway assessments, appraisal and approval.

The postholder will be required to contribute to the achievement of key outputs for the AIM for GOLD programme, adhering to the criteria of the EU programme

### **2. Role specific duties and accountabilities:**

Embedded within the delivery team at Walsall Council, the postholder will report to the AIM for GOLD Programme Manager and responsible to the AIM for GOLD Project Board, the post will lead on providing direct financial planning and reviews to businesses in particular those on AIM for Gold as part of developing their growth plans and grant applications:

- assisting them to develop/review credible cashflow forecast and income/expenditure statements and projections.
- Reviewing financial options for growth and making recommendations on the most appropriate strategies,
- providing a combination of 1:1 support, coaching and group support by providing workshops and master classes for businesses.
- Facilitating support through third parties account management support, to a cohort of businesses across a number of key sectors,
- Assessing the business need, assisting with investment readiness, providing mentoring to further understanding of the access to finance landscape and if necessary broker introductions to funders; to increase the probability of a successful outcome.
- Identify potential funding sources for businesses as part of their growth plan.
- Working with partner delivery staff in assessing the growth potential and productivity needs of businesses, diagnose barriers to growth and agree action plans to overcome them.
- Directly support businesses with grant applications for revenue and capital investment.
- Identify opportunities for product or service development, accessing new markets, and securing new investment amongst established businesses – and to work with these businesses to realise their ambitions for growth and productivity
- Increase awareness and take-up of specialist services to support growth, to raise awareness of the support on offer from all sources.
- To design and implement high quality finance specific diagnostic tools and action plan documentation to ensure consistency and quality in the provision of access to finance support.
- To establish and maintain effective relationships with key national, regional and local funders to ensure provision of valid and relevant information to businesses
- To lead the delivery and development of Access to Finance Products including a Funding Factsheet.
- Use the intelligence gathered to make recommendations in order to boost productivity and competitiveness of businesses on the AIM for GOLD programme to be more in line with UK performance.

### Key Tasks

- Carrying out Undertakings in Difficulty Tests
- Providing direct financial planning and reviews in developing growth plans/ grant applications.
- Assistance in developing and reviewing credible cash flow forecasts
- Assistance in developing and reviewing income / expenditure statements and projections
- Reviewing financial options for growth / making recommendations on the most appropriate strategies.
- Delivery of Access to Finance workshops and master classes.
- Delivery of 1:1 and mentoring support
- Record and respond to incoming queries, providing support by telephone and email, as required.
- Offer and undertake face-to-face visits with businesses in order to undertake financial diagnostics including plans for continued support.

- Assess businesses to identify their needs and potential opportunities for stimulating growth and productivity and provide them with a summary plan of activity, a Growth Plan.
- To support the business to realise their Growth Plan that may include an application for grant funding.
- Document each business engagement and agreed actions on the CRM system.
- Through diagnostics provide on-going coaching support, and relevant referrals to national or local business support providers.
- Develop effective relationships with key organisations and individuals.
- Collect robust data and assist in the preparation of progress updates and monitoring reports as required
- Develop and maintain a full understanding of the national and local business support offers available in the region.
- Enable effective communication with and amongst local growth businesses

#### Key Relationships

- Businesses – in particular companies AIM for GOLD.
- Delivery Partners Business Facing teams
- Black Country Growth Hub Partners.
- Other Employees of delivery partners.
- Business Networks and Intermediaries.
- National Business Support providers
- Voluntary & Community Sector and Academia.

### **3. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the postholder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

<b>JOB TITLE: AIM for GOLD Business Development Officer</b>		<b>GRADE G8</b>
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form=A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b><u>Behaviours:</u></b> <i>refer to corporate behaviours document</i>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	Not Applicable	
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
Interpersonal skills to confidently work with staff from all levels including the Chief Executive /Managing Director.	A/I	2
Negotiating and influencing skills to motivate and encourage partners to help achieve the AIM for GOLD targets	A/I	3
Portfolio Management Skills, including the ability to consult, plan, monitor, evaluate and achieve tasks to agreed deadlines.	A/I	3
Advisory skills including the ability to diagnose business issues, solutions and opportunities.	A/I	3
Ability to build a rapport with a company, gain their trust, and become a confidante	A/I	3
Communication skills to liaise via telephone, in person and by written correspondence with business representatives and a variety of professionals and voluntary groups in appropriate style.	A/I	3

<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Experience of providing business coaching, advice and diagnostic services to business to support their growth, development and productivity.	A/I	3
Experience of writing and assisting businesses with producing growth plans, including financial planning and producing financial statements (CF, PLS and BS)	A/I	3
Experience of distilling complex financial information and data into simple formats for businesses to understand and use.	A/I	2
Experience of designing writing and facilitating workshops	A/I	2
Experience of compiling evidence to support outputs in compliance with EU rules and regulations	A/I	3
Working within a local authority and or similar public sector body or private sector organisation that provides business support.	A/I	2
Successful track record of networking and working in partnership with ability to maintain productive and collaborative working relationship	A/I	2
Knowledge of funding sources for business growth and productivity as well as the range of business support available to businesses	A/I	3
Understanding of Finance Products and the Access to Finance landscape for SMEs	A/I	3
Practical understanding of the drivers and barriers to growth and productivity and solutions	A/I	3
Well-developed IT skills, including an understanding of computerised management information systems, spreadsheets, It suite packages, diary management, email and CRM databases.	A/I	2
Evidence of continuous professional development (where applicable)		
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Full Driving License (and own car available for business use).	A	
Degree level education or equivalent professional experience	A	
Possession of or willingness to work towards achieving appropriate SFEDI or other relevant professional qualification.	A / I	3
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
NOTE: The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post		
<b>Prepared by:</b>	Daniel Turner	<b>Date:</b> 17/07/20