



JOB TITLE:	Business Growth Officer		
GRADE:	Grade 9	SERVICE AREA:	Regeneration, Housing & Economy
JOB CODE:	REG21EMPLG9		
REPORTS TO:	Business Growth Manager	LOCATION:	Civic Centre
SPECIAL CONDITIONS:	This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers. The postholder will be required to communicate verbally with customers and provide advice and/or information in accurate spoken English.		

1. Main purpose of the job role:

- Understanding business needs, applying your knowledge in support of the development of identified key growth sectors
- Taking responsibility for the delivery of advice, support and interventions, that remove barriers, helping to sustain and create business growth
- Carrying out actions in support of supply chain development
- Supporting the development of Foreign Direct, Inward Investment
- Working with officers / partners and agencies to deliver and signpost to relevant business support programmes
- Work as part of the Walsall Council Business Growth Team to deliver the wider Business Growth West Midlands agenda. This means working closely with the West Midlands Combined Authority (WMCA) and six other constituent members of the WMCA.

2. Role specific duties and accountabilities:

1. To act as the business specialist providing specialist support as required.
2. To implement an effective Business Growth Service, that;
 - Engages with Customers
 - Delivers agreed actions
 - Understands the sectors needs
 - Designs & Delivers the required solutions
 - Delivers services in support of business growth

3. Provide relevant technical input and support into the development, design and execution of all appropriate programmes, strategies and documents, including: The Walsall Economic Strategy
4. To establish and draft detailed plans, which set out for delegated sectors the;
 - Weaknesses
 - Strengths
 - Opportunities
 - Threats
5. To be core member of a team supporting the development of business growth within the private sector, to identify, develop, plan and implement specific actions and initiatives to;
 - Support the active development of all Supply Chain opportunities
 - Support and respond to all Inward investment requests / opportunities
 - Access or develop accessible business spaces
 - Support the skills growth required in support of local business needs
 - Support the use of available land and development areas
 - Facilitate access to business development support, capital and interventions
6. To provide accurate briefings for senior management / colleagues on specific companies and their requirements, to shape the development of productive relationships and solutions.
7. Be proactive in engaging with local businesses, ensuring that as wide a range of businesses understand the support offered by Walsall Council and its partners.
8. Through the engagement with active partners and the delivers of business support locally, regionally or nationally; to seek out, develop, plan and implement initiatives and targeted assistance in support of local Business and Intermediaries
9. Establish, develop, and maintain contacts with the business community / business agencies to facilitate the exchange of business support and the development of strategies and initiatives, particularly those leading to sustainable / increased employment opportunities.
10. Attend meetings of local and regional economic development organisations / committees and community organisations to represent the Service and to give and receive information and advice in supporting new developments. Report back on proceedings and undertake any agreed specific work arising from such participation.
11. To seek out and maximise the opportunities for local businesses to apply for and receive funding and or small grants. This includes; local, regional and national funding.
12. Undertake other related tasks as may be determined from time to time by the line manager or senior managers within the Walsall Council.

13. To act as the face of Walsall with local businesses and key organisations as required, taking on board their needs and requirements and seeking solutions by / from others throughout the council and its partners, as and when required.
14. To provide the specialist expertise and guidance, which enable the council to understand the ingredients required to meet our business's needs, working with others to achieve results.
15. To possess the communication skills and perception abilities required to form and uphold productive relationships with private sector employers at senior and operational levels.
16. To actively seek out employment and training opportunities with employers and notifying the appropriate officers of all new opportunities for their development etc.
17. To demonstrate results through success in supporting the creation of additional / new jobs, the delivery of key work streams, such as; new supply chains developed, FDI supported or secured.
18. To actively support / take on duties as requested in support of the Councils Working Smarter programme.
19. To take on responsibility for the delivery of additional duties as reasonably requested by your line management, commensurate with your grade.

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 their areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.
- 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.



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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	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3
Behaviours:		
Professionalism - 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.	A/I	3
Leadership - 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	
Accountability - 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.	A/I	3
Transparency - 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.	A/I	3
Ethical - 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.	A/I	3
Abilities/Skills:		
Excellent networking, advocacy, oral and presentation skills with the ability to persuade and influence	A/I	3
An effective deliverer of services with credibility, able to demonstrate where required leadership and be capable of initiating and delivering against decisions	A/I	2
Excellent time management skills, possessing the ability to evaluate options, balance competing pressures and produce the required results on time	I	3
Clear communicator with highly developed oral, written and presentation skills	A/I	3
Effective negotiation skills at senior levels over complex and demanding issues	A/I	2
Knowledge/Experience:		
Excellent understanding of the private sector arena, how it works and interacts internally and with others	A/I	3
An understanding of procurement techniques, both public and private sector and how to maximise the opportunities arising from them	I	3

Politically aware, understanding the roles played by members etc. Ability to be able to operate within a political environment working effectively with elected members, senior managers and other organisations, partners and agencies.	I	3
Delivery experience in a public or private sector organisation at a senior level, with clear evidence of success in the delivery of initiatives or policy development, working across/ with a range of stakeholders	A/I	3
Experience of producing reports, action plans and briefing notes	I	3
Understanding of a number of external funding opportunities and its relationship with meeting customer needs, especially those in the private sector	A/I	3
Sound understanding of the local business support ecosystem	A/I	3
Sound understanding of the key challenges facing local businesses	A/I	3
Experience in a business/employer engagement position	A/I	3
Evidence of continuous professional development (where applicable)		
Qualification: 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.		
Educated to degree level or possessing equivalent experience within the appropriate field/s.	A	
Membership of a relevant professional body/association	A	
Other Essential Requirements		
An awareness of, and commitment to, equality of opportunity	I	2
Awareness of, and commitment to, confidentiality and handling data	I	3
Highly motivated, resourceful and resilient, with a degree of probity and integrity.	I	3
Prepared by:	Dan Turner	Date: 11/09/23