

**JOB DESCRIPTION**

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| **Post Title**: Senior Business Advisor  |
| **Department**: Business Growth and Infrastructure | **Post No**:  |
| **Division/Section**: Business and Investment | **Post Grade**: 13 |
| **Location**: 3 Knowsley Place, Bury | **Post Hours**: 37 hours per week worked in accordance with the Council’s flexi-time scheme |
| **Special Conditions of Service**: Attendance at evening meetings as required.Travel to meetings across the Greater Manchester City region and occasional travel outside of the city region.Travel to business premises and offices.Hybrid working where agreed.  |
| **Purpose and Objectives of Post**: To be a first line of contact for Bury businesses and potential inward investors. To connect businesses to funded support for the benefit of the business. To contribute to the growth of the borough’s economy, job creation and increased productivity. To support the development of activities that will contribute to delivering the objectives of the Council’s Let’s Do It Strategy 2030, Bury Council’s Economic Strategy other related plans. To contribute to the development of partnership working to lead Bury Council’s Business Engagement Strategy and other related activity.  |
| **Accountable to**: Assistant Director Regeneration Delivery (Economy & Business) |
| **Immediately Responsible to**: Service Manager – Business and Investment  |
| **Immediately Responsible for**: Economy Business and Skills Officer |
| **Relationships: (Internal and External)**InternalDirectorate of Business Growth and Investment, Officers throughout the Council and Elected MembersExternalBury College, Jobcentre Plus, Bury Voluntary, Community and Faith Sector, Greater Manchester Chamber of Commerce, Growth Company Business Growth Hub, Greater Manchester Combined Authority, members of the public, indigenous businesses, and inward investors. Other Local Authorities and inter-authority working groups. |
| **Control of Resources**:**Budget:** Budget up to £500,000 dependent upon successful funding bid applications.**Personnel**: None.**Equipment**: Responsible for equipment, including IT hardware and software, and materials used in carrying out duties |
| **Duties/Responsibilities**: **High quality support for businesses and inward investors** * Undertake detailed discussions with client around complex business issues to understand their business challenges, making sound recommendations for appropriate actions that will support growth.
* Work with 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.
* To deliver a high-quality service to business customers, including responding to a wide range of ad-hoc enquiries, and where necessary, referring onto or involving other council departments and external agencies.
* To develop a good understanding and close working knowledge of Bury’s key business sectors.
* Ensure effective use and development of business support tools including any CRM in place to record engagement/enquiries/resolutions.
* To develop a good understanding of the Council’s assets and employment land allocation.

**Business and Investment – Single point of contact for businesses/start-ups and inward investors*** To lead in the maintenance and development of relationships with providers of business support services to the business community. These can include but not exclusive to the Business Growth Hub, Greater Manchester Chamber of Commerce, and other business networks.

To assist in the systematic scanning of the internal and external environment for new opportunities to develop or improve the service. Maintain up to date knowledge of government policy, funders and commissioners, as well as a requirement to work collaboratively with all Bury Council business facing teams and external agencies and partners.* To develop new opportunities and lead on the submission of related business cases, tenders and bids, in conjunction with internal colleagues and external agencies and other GM authorities where appropriate.
* To be responsible for the facilitation of business forums, events and communications as directed by the Service Manager.
* Supervise the maintenance and development of the Bury Means Business website and ensure linkages with other partner websites.
* Supervise the content and develop the Bury Means Business e-newsletter.
* Manage the business database complying with data protection regulations.
* Develop the Bury Means Business brand.
* Supervise the compilation and due diligence procedures for business visits undertaken by senior management and elected members.
* Responsible for designing and delivering business support events, seminars and communications.
* To develop and maintain effective working relationships with council business facing teams, the private sector, and external agencies.
* From time to time deputise for the Service Manager at meetings and represent the interests of Bury Council.
* Support the organisation and delivery of any actions related to the Bury Employment, Health and Skills Task Group.
* Lead in servicing a range of partnership groups, for example, the Bury Business Leadership Group and other working groups as necessary.
* Lead and develop Bury’s Business Engagement Strategy and related work plans.
* Assist with engagement with developers, investors, employers, voluntary and community groups and training providers to maximise local employment and training opportunities arising from investments or growth.
* To proactively work across teams within the directorate to support regeneration pipeline projects.
* To support the work streams linked to Atom Valley and Northern Gateway.
* To assist in the promotion of Bury Council’s Social Value Policy, to liaise with other departments and to monitor the implementation of the policy and make recommendations to amend or improve the process.
* Responsible for securing external funding streams and the project management and financial management of projects.

**General:*** Ability to draft reports and presentations to final stage with limited supervision.
* Prepares reports for, and attends as required, internal and external meetings as appropriate representing the Council.

**Safeguarding:*** As an employee of Bury Council you have a responsibility for, and must be committed to, safeguarding and promoting the welfare of children, young people and vulnerable adults and for ensuring that they are protected from harm.

**Equality Diversity and Inclusion:*** Bury Council is committed to equality, diversity and inclusion, and expects all staff to comply with its equality related policies/procedures, and to treat others with fairness and respect.

**Health and Safety:*** The post holder is responsible for Employees Duties as specified with the Corporate and Departmental Health and Safety Policies.

**Health and Wellbeing:*** As an employee of Bury Council you should contribute to a culture that values and supports the physical and emotional wellbeing of your colleagues.

Where an employee is asked to undertake duties other than those specified directly in his/her job description, such duties shall be discussed with the employee concerned who may have his/her Trade Union Representative present if so desired. (See paragraph 203 of supplemental Conditions of Service

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| **Job Description prepared by:** | **Sign: Tracey Flynn**  | **Date: 25th June 2024** |
| **Agreed correct by Post holder:**  | **Sign:** | **Date:** |
| **Agreed correct by Supervisor/Manager:** | **Sign:** | **Date:** |

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**Business Growth and Infrastructure**

**Senior Business Advisor**

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| **SHORT-LISTING CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| At least degree level business education/ qualification with a management body or relevant business experience | ü |  |
| Evidence of delivering professional business advice and guidance  | ü |  |
| Experience of leading strategic work in a large, complex organisation | ü |  |
| Strong people skills with the ability to demonstrate credibility with others including understanding of issues clients face in growing their business | ü |  |
| Experience of leading, designing and hosting significant high-profile events | ü |  |
| Strong understanding of current issues in local government relating to business and economic growth agenda – at both a local, regional and national level | ü |  |
| Ability to communicate, both written and orally, to a wide variety of audiences including Senior Officers, Elected Members, and residents | ü |  |
| Knowledge and understanding of the key national, sub-regional and local organisations and their role in supporting economic development and specifically business growth | ü |  |
| Knowledge of relevant funding streams, managing and accounting for expenditures obtained from successful funding and grant bids | ü |  |
| Well-developed IT skills, including an understanding of computerised management information systems, spreadsheets, diary management, e-mail, and CRM databases. | ü |  |
| Excellent planning, organisational, administrative and project management skills | ü |  |