

OLDHAM COUNCIL

JOB DESCRIPTION



Oldham
Council

Job Title:	Small and Medium Enterprise Champion (Build-A-Business in GM Libraries)		
Directorate:	Communities & Reform	Division/Section:	Public Health, Libraries and Heritage & Arts
Grade:	5	JE Reference:	9903

Job Purpose

Build-A-Business in GM Libraries is a business support programme led by the Business & IP Centre (BIPC) Manchester to support start-up businesses and new entrepreneurs to develop the insight, skills and confidence they need to start and grow successful businesses.

The postholder will plan and coordinate all the project activities across the authority's library service. These will include marketing and Small and Medium Enterprise (SME) outreach, organising monthly workshops, project delivery, record-keeping and administration and producing quarterly reports following the European Regional Development Fund (ERDF) monitoring systems.

The role will also require having practical knowledge of the library service's collections and resources for businesses, and COBRA (the Complete Online Business Reference Advisor) in particular.

Key Tasks

1. Take responsibility for the delivery, administration and reporting requirements for the project in the partner borough
2. Produce regular reports for the central project team to confirm key performance indicators achieved for each quarter; including data from all the beneficiaries (entered using Excel)
3. Thoroughly conversant with the ERDF requirements and monitoring systems and ensure that the project activities and delivery are compliant and reported following the strict ERDF processes and guidelines
4. Develop and implement marketing and outreach campaigns to ensure that the workshops and events are fully booked, with the right audience, in advance (marketing materials will be produced centrally by the central project team at the British Library)
5. Coordinating the local workshops, networking events and 1:1 enquiry meetings with beneficiaries/customers (events will be run by British Library staff or third-parties that the Library commission)
6. To be the central point of contact in your borough for all the project activities and enquiries from SMEs, the team at the British Library and other partners
7. To manage and run a minimum of two events per month to target business audiences and complete outputs as per funding agreement.

8. To be responsible for collecting feedback forms at workshops and events and input the data according to the ERDF and the project systems and requirements
9. To enter data, summarise and produce regular reports for the central project team to confirm outputs achieved for each quarter, based on a spreadsheet which confirms, e.g. Businesses Assisted - confirmation of name of business, address, borough etc and equalities data based on owner/majority ownership of business (gender, disability, age and BAME breakdown)
10. To attend to regular meetings with the central project team to update on progress and to discuss potential opportunities and issues
11. To work closely with the central project team to ensure that the borough libraries follow robust monitoring and reporting systems
12. To record all project activities and interactions with participants, including the maintenance of electronic and hard-copy filing systems in line with the ERDF filing and monitoring systems.
13. Develop and run campaigns, coordinate online and offline marketing activity and ensure that workshops and events are fully booked in advance and raise awareness of the project amongst relevant audiences
14. Develop and update online content on the library service's web pages and social media channels, and develop the project presence in the library service's buildings
15. Work together with the Business and Intellectual Property Centre Manchester's central project team to develop partnerships with local public / private / voluntary sector organisations, increase audience expansion and ensure the outreach and output completion for the project
16. Identify local case studies / entrepreneurs who have benefitted from the service to showcase project and illustrate its impact
17. Collaborate with other SME Champions in partner GM authorities to create a network of support, identify and exploit opportunities and maximise project impact
18. Assist in the preparation of business plans, communication plans and feasibility studies etc using the business resources that are uniquely available at Oldham Library. A key part of the post is to work through checklists and assist customers with researching their business idea, being aware of their intellectual property assets, and other business planning.

Standard Duties:

1. To actively promote the equalities and diversity agenda in the workplace and in service delivery.
2. To uphold and implement policies and procedures of the Council; including customer care, data protection, finance, ICT, safeguarding and health & safety policies.
3. To actively engage with the behaviours and values of the Council to promote and support our Co-operative Agenda.
4. To undertake continuous professional development and to be aware of new developments, legislation, initiatives, guidelines, policies and procedures as appropriate to the role.

5. Undertake any additional duties commensurate with the level of the post.

Contacts:

Senior Library Officer
Principal Officer (Libraries)
Business owners
General public
Other Council colleagues – Oldham and other GM authorities

Relationship To Other Posts In The Department:

Responsible to: Senior Library Officer

Responsible for: N/A

Special Conditions:

None

Values and Behaviours:

By living our Values and Behaviours we will deliver the change we need to meet our Corporate ambitions for Oldham.

Our Values:

Proud

We take pride not only in what we deliver for the residents of Oldham but also in how we deliver it.

Ambitious

We recognise the challenges we face and are committed to setting high aspirations to overcome them, with determination and focus.

Together

We believe in shared solutions, working across sectors and with our communities to achieve common goals and deliver the quality services Oldham deserves.

We have **five Behaviours** which outline the priority areas of focus for staff at all levels:

- Work with a Resident Focus
- Support Local Leaders
- Committed to the Borough
- Take Ownership and Drive Change

- Deliver High Performance

More information about our Corporate Plan and our Values and Behaviours can be found on our [Greater Jobs pages](#) together with information about the staff benefits we offer.

	DATE	NAME	POST TITLE
Prepared			
Reviewed			
Reviewed			



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	Selection criteria (Essential)	Selection criteria (Desirable)	How Assessed
Education & Qualifications	Literacy and numeracy sufficient to undertake the tasks and duties of the role	A project management qualification, such as PRINCE II	AF / I
Experience	<p>Experience of working with individual clients and organisations to establish and maintain effective professional relationships.</p> <p>Experience of organising and running training courses</p> <p>Experience of successfully supporting and delivering projects to meet stated objectives, determining milestones and adjusting project plans over time to ensure delivery remains on track.</p> <p>Experience of reviewing, developing systems and processes, to increase efficiency and performance.</p> <p>Experience of developing performance measures and reporting to stakeholders.</p>		<p>AF / I</p> <p>AF / I</p> <p>AF / I</p> <p>AF / I</p> <p>AF / I</p>
Skills & Abilities	<p>Ability to organise own time and others effectively, creating own work schedules, prioritising, preparing in advance and setting realistic timescales for own self and others.</p> <p>Ability to make effective decisions on a day-to-day basis, taking ownership of decisions, demonstrating sound judgement in escalating issues where necessary.</p> <p>Ability to monitor expenditure against budget, prepare forecasts, identify and understand variances.</p> <p>Excellent communication skills, both oral and written with the ability to influence and persuade internal or</p>		<p>AF / I</p> <p>AF / I</p> <p>AF / I</p> <p>AF / I</p>

	external stakeholders. Excellent Microsoft Office skills, especially in Excel, with proven ability to produce Excel reports.		AF / I
Knowledge	Working knowledge of stakeholder management in multi-partner programmes		AF / I
	A working knowledge of COBRA and other business information resources and be able to assist SMEs with finding relevant information.		AF / I
	A working knowledge of business and communication plans, feasibility studies and intellectual property assets.		AF / I
	Knowledge of support activities and resources available at the BIPC Manchester and through other local business support organisations and refer to these when relevant.		AF / I
Work Circumstances	Able to travel to different sites across the Borough		AF / I
	Able to work outside of normal office hours on occasions		AF / I

Abbreviations: AF = Application Form; I = Interview; AC = Assessment Centre; T = Test

NB. - Any candidate that meets the criteria of our [Guaranteed Assessment Scheme](#) and meets the essential criteria of the role, will be guaranteed the first stage of assessment (whether that is an interview or another assessment, as appropriate).

Our Guaranteed Assessment Scheme supports candidates with disabilities, those who have previously been in or currently in care, those that are carers, and those who have served in the Armed Forces as a regular, reserve or cadet.