

Job Description

Job Title:	Growth Hub Connector (Fixed Term until 31 st March 2020)
Service:	North East Local Enterprise Partnership (North East LEP)
Responsible To:	Brokerage & Mentoring Manager
Salary:	£30,756 to £34,106
Host Employer:	North East Combined Authority

Primary Purpose

Through the provision of one-to-one support most often at client premises, growth Hub Connectors will encourage small to medium sized businesses to adopt the business support services that will support their growth and improvement.

Many businesses find the business support and finance landscape confusing, they are often sceptical about the benefits support will deliver and are often unsure about which options will best fulfil their needs.

Growth Hub Connectors will work with businesses to simplify the business support landscape. Adopting an independent, impartial and objective approach, Connectors will work with businesses to understand their opportunities and barriers to growth and improvement and to pinpoint the solutions that will support businesses to achieve their ambitions. Connectors will motivate businesses to engage with business support through helping them to understand the benefits they can expect to receive in exchange for their investment of time and in some cases money.

Growth Hub Connectors will not deliver support directly but rather manage introductions to the business support providers who can help businesses to realise their growth potential. Growth Hub Connectors are independent brokers of business support, driven solely by the needs of businesses providing a brokerage and triage service to enable businesses to access timely and appropriate business support interventions. Growth Hub Connector activities will also increase the number and quality of referrals to business support providers.

Principal Responsibilities

1. Raise awareness of the North East Growth Hub through events, developing relationships with intermediaries and supporting marketing and communication campaigns across the LEP area.

2. Work with businesses to diagnose and understand their opportunities for growth and improvement and the barriers they face in capitalising on such opportunities.
3. Work with businesses to develop a support specification that pinpoints the solutions and providers who can support the business to tackle barriers and realise opportunities.
4. To provide managed introductions to business support providers and support the business through the on boarding process as required.
5. To monitor progress to ensure that the business's needs are effectively fulfilled.
6. Identify businesses that are scaling up (growing at a sustained rate of over 20% per year) or demonstrate the potential to Scaleup and engage them with the Growth Hub's Scaleup Partners' who will service the ongoing relationship.
7. To collect client and customer journey information as required by the Growth Hub's monitoring and evaluation framework.
8. To continually update knowledge and understanding of the North East's business support landscape and how business support providers can fulfil the specific needs of businesses.
9. Notify and ensure content on the Growth Hub accurately reflects business support schemes and has the appropriate tagging.
10. Enter and manage data in the CRM system, keeping track of clients' progress and interactions, ensuring accuracy of records at all times.
11. To provide cover for the Growth Hub helpline as and when required, taking ownership of enquiries to ensure client needs are effectively fulfilled.
12. Day to day responsibility for Growth Hub and National Business Support Helpline enquiries, responding promptly and providing a diagnostic and triage service.
13. To support other growth Hub Connectors and Scaleup Partners through active participation in case conferencing.
14. Build effective relationships with the North East Growth Hub community and provider network.
15. Represent the North East LEP and North East Growth Hub at public events in various forums and partnerships.
16. Carry out any other tasks reasonably requested by the Business Growth Director and Business Growth Board on behalf of the Business Growth Team

Person Specification

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We expect the Growth Hub Connector to have strong interpersonal and communication skills, coupled with a good knowledge of the drivers and barriers of business growth/improvement and an understanding of the business and enterprise support sector.

Key competencies

- 1) Ability to ask questions that will identify the root cause of client's performance issues and barriers to growth.
- 2) Ability to identify where clients need to develop their capacity and capability as to capitalise on opportunities and overcome barriers to growth and improvement.
- 3) Identify solutions that will support the development of capacity and capability in key areas of development.
- 4) Presentation and influencing skills as to gain commitment to support specifications and recommendations.
- 5) Understanding of scalable business models and the ability to identify businesses with scaleup potential.
- 6) Maintain an impartial, objective and client focused approach at all times.
- 7) Develop strong and trusting partnerships with business support providers providing support and challenge, as required, in order to ensure an excellent customer experience is delivered.
- 8) Account management skills required to manage a large and diverse portfolio of clients and to ensure they are highly satisfied with the experience received.

Experience, knowledge and skills

Experience

- Experience of working within the digital sector ideally in a commercial environment in a sales, account management or business development capacity
- Demonstrable experience of working to promote business growth and/or personal development.
- Experience of working with business owners at a strategic level.
- Experience of analysing business performance and identifying solutions to enhance business performance.
- Account management – working with a diverse' range and large portfolio of clients and managing the performance of third party providers.
- Experience of developing, presenting and achieving buy-in to proposals that will lead to business growth and improvement.

- Experience of developing partnerships that effectively stimulate demand for products and services.
- Strong administration and organising skills

Knowledge

- Knowledge of the digital sector and some understanding of digital adoption to increase SME productivity
- Some understanding of the North East business support landscape.
- Knowledge of common barriers to business growth and improvement.
- Knowledge of solutions that will address barriers to business growth and improvement.
- Knowledge of identifying characteristics of businesses with Scaleup potential.
- An understanding of the issues and barriers of engaging in business support faced by small businesses.
- An appreciation of what motivates business people and what drives business growth

Skills

- Able to engage and influence a wide range of stakeholders
- Excellent communication skills, both verbal and written
- Good team and leadership skills
- Able to project manage and manage priorities effectively and efficiently
- Ability to assimilate new information quickly
- Ability to conduct basic data management
- High level computer literacy, familiarity with social media and a confident networker
- High degree of self-motivation and ability to work on own initiative.
- Ability to work collaboratively with others to develop skills and knowledge;
- A desire to for continuous improvement.

Values:

It's essential that Growth Hub Connectors adhere to the North East growth Hub's core values:

Committed

- We are 100% focused on the delivery of the North East Strategic Economic Plan.
- We provide strong and focused leadership and direction to internal and external stakeholders.
- We lead by example.

Genuine desire to make a difference

- We enable transformational rather than transactional support to create more and better jobs.
- We strive to create innovative solutions with our stakeholders.
- We stimulate demand through provoking people's thought and capturing their hearts as well as their minds.
- We actively seek opportunities to push forward the business growth agenda.

Inclusive

- We develop strong and trusting relationships with our team and with stakeholders.
- We take an inclusive, transparent, simple and straight forward approach.
- We actively seek opportunities to engage across the Strategic Economic Plan priorities.

Trusted, empowered and honest

- We continue to develop ourselves and our team to be more effective.
- We share what we know and support each other to be creative and innovative.
- We act respectfully, responsibly and with accountability for our actions.

Other:

- Car owner and full current driving licence.

ENDS 27.4.18

