

Job Description

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| Job Title: | Growth Hub Connector (A4837) |
| Service: | North East Local Enterprise Partnership (North East LEP) |
| Responsible To: | Programme Manager |
| Grade: | N8 Points: 547 |

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 that support will deliver and are often unsure about which options will best fulfil their business needs.

Our Growth Hub Connectors will work with businesses to simplify the business support landscape. Adopting an independent, impartial and objective approach, the Growth Hub 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. The 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 money.

Growth Hub Connectors will not deliver support directly but will manage introductions to the business support and finance providers who can help businesses to realise their growth potential. Growth Hub Connectors are independent brokers of business support and are driven solely by the needs of businesses.

Principal Responsibilities

1. Raise awareness of the North East Growth Hub through events, developing relationships with intermediaries and supporting marketing and communication campaigns.
2. Work with businesses to 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 which 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 Hubs' monitoring and evaluation framework.
8. To continually update knowledge and understanding of the North East's business support landscape and how business support and finance providers can fulfil the specific needs of businesses.
9. To enter and manage data in the CRM system, keeping track of clients' progress and interactions, ensuring accuracy of records at all times.
10. To provide cover for the Growth Hub Helpline as and when required.
11. To support other Growth Hub Connectors and Scaleup Partners through active participation in case conferencing.