

**PERSON SPECIFICATION:**

**Growth Hub Connector – Covid ERDF Response**

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 including common Covid related business impacts.
2. Ability to determine likely eligibility for Covid ERDF funding support.
3. Ability to identify where clients need to develop their capacity and capability as to capitalise on opportunities and overcome barriers to growth and improvement.
4. Identify solutions that will support the development of capacity and capability in key areas of development.
5. Presentation and influencing skills as to gain commitment to support specifications and recommendations.
6. Understanding of scalable business models and the ability to identify businesses with scale up potential.
7. Maintain an impartial, objective and client focused approach at all times.
8. 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.
9. 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

- Demonstrable experience of working with ERDF funding programmes.
- 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 ERDF eligibility criteria.
- 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 Scale up 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.

