

JOB DESCRIPTION:

START UP BUSINESS ADVISER

PURPOSE OF JOB

The primary purposes of this post are to:

1. Undertake the role of Start-Up Business Adviser working throughout Northumberland:
 - a) Assess in detail a client's readiness to start a business.
 - b) Develop a personal Action Plan to meet their individual needs.
 - c) Assist clients in the preparation of comprehensive business/financial plans in order for them to become self-employed/start their own business.
2. Work with owners and managers of new businesses, supporting them in their initial 12 months trading period: providing advice, guidance and referrals to other relevant and appropriate support solutions.
3. Achieve targets & deadlines as required by the company according to funded contract specifications.
4. Understand and adhere to a range of funded project systems and procedures.
5. Engage in business-start-up awareness raising events (both internally and externally organised)
6. Represent NBSL as requested at networking and partner events within the wider northeast business community.

PRINCIPAL DUTIES & RESPONSIBILITIES

1. Encourage interest in setting up a business through attending internally, and externally, organised awareness raising events, including supporting roadshow type activities organised by local authority and other partners.
2. Initiate and organise local activities to encourage interest in setting up a business.
3. Identify client skill levels and personal development needs. Depending on contract objectives, this may include ideas developments, confidence building, personal barrier removal.
4. Support clients through coaching, action planning & signposting to relevant solutions to become enterprise ready.
5. Provide advice, coaching and hands-on business planning support to individuals in order for them to become self-employed/start their own business.
6. Facilitate registration with HMRC or Companies House as self-employed/starting their business.
7. Provide advice & guidance to clients on business issues to the point of trading & in the initial 12-month trading period. Identify further assistance required/ sign post them to relevant NBSL support and/or further external support.
8. Assist in marketing objectives as requested to drive up demand for Enterprise support, engaging with relevant social media platforms, generating content etc., meeting with partners & stakeholders externally & with colleagues.
9. Assist in the development of new services and initiatives as requested.
10. Comply with all requirements re accurate and complete evidence collection/ record keeping ensuring full compliance with quality, project & funding criteria.
11. Maintain high standards of professional conduct at all times & contribute to improving customer services to achieve high levels of customer satisfaction.



12. Develop & maintain an up-to-date knowledge of the contractual service offer(s) (eligibilities, criteria) to give accurate information to customers & partners.
13. Attend relevant awareness/training sessions to update and refresh skills and knowledge. If appropriate, to update others.
14. Flexible regarding duties within the department and on occasions may be called upon to support other departments.
15. This Job Description only contains the main accountabilities relating to the post & does not describe in detail all the duties required to carry them out.

Desirable Key Skills & Qualifications (although not essential)

- Comprehensive understanding of the practicalities of running and growing a business.
- Track record of starting up individuals in business, from concept idea through to trading.
- Experience of managing a business.
- Positive and proactive approach to enterprise and business start-up support.
- Exemplary interpersonal, communication and active listening skills.
- Knowledge of the local and regional business support network and intermediary contacts.
- Knowledge of NBSL services.
- Ability to create and maintain strong relationships with clients, partner organisations & intermediaries.
- Good organisational, client management skills and ICT competent.
- Strong team player, working well with others and showing respect and support for all colleagues.

