

Business Advisors, Norfolk and Suffolk

Fixed Term Contract Until 30th June 2022, Full Time (40 hours a week) and Part Time (By Agreement). It is possible that some / all of the roles could be extended but that is subject to additional funding being obtained.

£38,112 pro rata

The Roles

We require additional Business Advisors to support our Start-Up skills, advice and finance contracts. We are looking for a range of knowledge in applicants and expect to employ some staff with general business experience and some with specialist skills although a bit of both is ideal.

You will need to be able to form relationships with clients whilst maintaining objectivity. To challenge but empathise. Instil confidence and motivate whilst providing honest feedback. Focus on the customer need whilst maintaining an output focus to ensure contract success.

Our approach is to provide support through a mix of workshops and 1-1 support all held virtually except where client needs dictate face to face support. Producing a business plan is a common output for our clients as it provides a structure to their preparation to start. Advisors generally keep clients through their journey to business start but the increase in specialist advisors will see more one-off sessions to meet specific needs. Being able to deliver workshops is not essential but useful.

You will be responsible for the upkeep of Nwes's own CRM for your meetings and paperwork is an important requirement to drawdown funding.

Ideally you will have a network of contacts that can introduce clients to you, reaching into all parts of the community. This network may in return be able to provide support to clients beyond self-employment.

You must have a friendly personality, love working with customers, have an ability to get your workdone without too much supervision and thrive on the challenges that a small business environment brings.

General Business Advisors

Our typical client is one who has not run a business before, or for a while, but understand the product /service they will offer as they have been employed doing the same thing or it is a relatively easy business to enter. They need support with making sure they have thought things through properly, have enough cash to start and will get enough customers. Our workshops cover a lot of the basics of this and leaves the client with an understanding of what to do. The role of the advisor is then to help them take the theory and produce a reasonable plan for them to start. Understanding financial forecasting and marketing are the key skills required together with an appetite to understand how things will work.

Specialist Business Advisors

We are looking for advisors who have skills in fields that are particularly relevant to both the marketplace and our contracts. Some basic understanding of business planning, financial forecasts and marketing are required as the specialist work will impact on these areas. The specialist areas we are looking to recruit for include:

Digital Marketing – We are looking for advisors who have run businesses that have successfully utilised Digital Marketing, individuals who have worked in the Digital Marketing sector or individuals who have a demonstrable knowledge of Digital Marketing. For many of our clients their requirements are basic but they are unsure where to start. Others they have some confidence through personal use but lack a strategy. We need to support clients to maximise the potential of digital channels.

Zero carbon and environmental impact – We have a contractual requirement that start-ups consider their carbon impact in their preparations, but more importantly a corporate desire to lead in mainstream business support in this area. We need to increase the depth of skills within our team in this area extending to wider environmental considerations. We envisage in the short term this / these specialist(s) will work with clients to help them understand what they should be considering, how they can consider it and what the benefits in the short and medium term are to the client. We are looking for advisors who can demonstrate a depth of knowledge in this area that they can utilise to advise clients and develop our support for the future.

About Us

Nwes provide business support, funding and mentoring to small businesses throughout the East of England and London.

This is the perfect opportunity for someone wanting to work for a dynamic company. We work hard but enjoy being at the office which creates a good atmosphere although there is scope for the successful applicant to work from home two days a week, subject to ongoing review of business needs.

Our Purpose

Encouraging Enterprise - To help entrepreneurs navigate the path to business success by providing services of real value, delivered with unrivalled customer service

Our Mission

We deliver real impact to entrepreneurs, supporting them every step of their journey. We believe that anyone can become an entrepreneur and those who choose that path should be given the best chance, regardless of background. We empower entrepreneurs to realise their ambitions.

We enjoy sharing our knowledge but never stop learning ourselves. We are not afraid to do things differently.

Main Duties and Responsibilities

We require somebody with experience in business or a management position, is articulate and likes working with customers. Key responsibilities are:

- Provide business advice and / or skills support to individuals looking to start-up a business and those recently started.
- Deliver support on a 1-1 and 1-many basis virtually and occasionally face to face across Norfolk and Suffolk to clients with varied levels of confidence, experience and knowledge.
- Undertake detailed initial client assessments to identify appropriate levels of support to be provided.
- Take ownership of clients to ensure their swift and managed progression to an output for both Nwes and the client.
- Promote the benefits of environmental sustainability.
- Assist clients to develop strategies, business plans, environmental policies and access finance.
- Collect robust and timely evidence to achieve and exceed contracted outputs.
- Record support provided accurately and swiftly on the company CRM.
- Organise irregular client support events.
- Ensure all advice conforms to nationally recognised standards.

- Ensure all processes adhere to the company quality procedures and funder guidelines.
- Maintain beneficiary confidentiality and report potential conflicts of interest
- Develop a network of contacts that can act as a referral source for the programme and an advocate of the service provided.
- Be a role model to all NWES staff, acting professionally and in the company's best interests at all times.
- Keep up to date with national and local issues and topics which are relevant to economic development.
- Undertake other project activity as directed by the Enterprise Services management

Person Specification and Requirements

Our ideal candidate will:

- Experience of self-employment or supporting a significant number of SMEs;
- Broad understanding and knowledge of business skills including business plans, marketing, finance and operations.
- Experience working in a sale-focussed and/or target-driven environment;
- Experience of advising, coaching, counselling or mentoring
- Knowledge of environmental sustainability;
- Align with our business mission and would like to be part of the team that deliver this to our clients.
- Keep the applicant as the primary focus, even when finding solutions to challenging situations.
- Be competent with Microsoft Office including Teams and Excel, data entry, email, and be able to learn how to use new software.
- Be driven to deliver the best customer experience possible.
- Be friendly, have a good sense of humour and be a good communicator – a positive and proactive attitude is essential.
- Be structured and organised.
- Be a team player and contribute to effective team working; we love our employees to act on initiative and challenge 'the norm' if there is a better way to get things done.
- Be excited by new challenges and opportunities.
- Be able to work to time-based deadlines and manage multiple activities.

Funding

The role will be dedicated to a specific project but we have a variety of options at present and it will depend on your skills as to which project you are allocated. It could be one of the following funders:

A position part-financed by European and Structural Investment Funds

A position co-financed by the European Regional Development Fund

A position financed by UK Community Renewal Fund

Applications

To apply please send a covering email explaining why you are well suited to the role, along with your CV to advance@nwes.org.uk

Closing Date: 7th December 2021

Start Date: Immediate