

Job Description

Job Title	Business Adviser
Reporting to	Senior Business Adviser
Location	London – office based with some local travel
Purpose	To make a significant contribution to the development of the competitiveness and growth of London’s businesses through advising them on a range of business issues. Newable is working on behalf of the Greater London Authority’s (GLA) London Growth Hub to deliver business support across London. It is expected that the post holder will be used to working with various stakeholders on a collaborative basis in order to maximise project outcomes and value for funders. There will be a particular emphasis on supporting independently-owned businesses serving local communities.

Key Responsibilities	Specific Tasks	Business Objective
Identify and confirm eligibility of businesses that might benefit from the support being provided by the programme.	<p>Respond to enquiries and proactively target London businesses in order to ensure the engagement of sufficient clients to meet individual and team targets.</p> <p>Actively seek enquiries from local businesses that have never accessed business support. Advisers shall work with local stakeholders to identify these businesses</p> <p>Making appropriate records on relevant systems, reports and documentation in order to comply with ERDF, GLA as well as ISO standards.</p>	<p>Develop a quality portfolio of clients aligned to fulfil the objectives of Newable’s GLA funded project.</p> <p>Actively build professional and effective working relationships with clients and maintain them over time.</p> <p>To ensure that the project conforms to ERDF and ISO standards.</p>
To provide impartial business advice in order to support clients to meet their business objectives.	To act as a credible, strategic adviser to a portfolio of businesses from small start-up SMEs to larger mid-sized businesses. To support those clients through advice, provision of information, diagnostics and brokerage, referrals and introductions to other London support organisations as appropriate.	<p>To ensure a high quality, client-centric service that is impartial and in the best interests of clients.</p> <p>Client satisfaction above the minimum standard.</p>
Develop local awareness of the role of the London Growth Hub	Support the local awareness of the role of the London Growth Hub “as the place to go” by engaging with local stakeholders and taking part in local business support networks.	Increase the awareness of the London Growth Hub

Develop working relationships with stakeholders	Develop working relationships with local councils and stakeholders to increase the awareness of the London Growth Hub and put in place an effective referral system	To maximise opportunities for local SMEs
To facilitate an holistic analysis of clients' businesses to gain an in-depth understanding and insight into the current performance and potential. To assist clients in prioritising issues and identifying potential courses of action.	To use available and/or specified diagnostic tools to develop a tailored business support plan. Able to understand and communicate the key business issues affecting the profitability and growth of an enterprise, along with the factors leading to potential success or failure. Must have sufficient knowledge of strategic choices, practical process and current issues (such as marketing and sales, accessing finance, intellectual property, internationalisation etc) to be credible with clients.	Delivery of London Growth Hub targets and expectations through the development of quality relationships with clients.
Provide specific business advice and where appropriate, to select business support services that meet the agreed needs of clients from the full range of private and public sector providers – ensuring wherever possible that the customer may choose from a number of providers.	Advise businesses on the basis of the needs identified and, when appropriate, signpost to organisations better placed to provide specialist support. Maintain own knowledge of the business environment, trends and changes in legislation affecting businesses, especially SMEs. Maintain knowledge of the business support ecosystem across London and develop relationships with business support providers. To that end, attend events and other networking opportunities. Work with client companies in order to create tangible outcomes from the support provided. Work as part of a wider team of advisers, sharing knowledge and clients with colleagues as appropriate in the best interests of the clients and the company.	Ensure that clients receive appropriate advice and are able to access relevant publicly or privately provided services. Able to act as a sounding board for clients, encourage them and provide clarity and direction when uncertain and explain clients' responsibilities. Comfortable at times, being the bearer of bad news and being able to explain clients' responsibilities.

Candidate Profile

Element	Essential	Desirable
Skills	Good financial, analytical, reasoning and decision-making skills.	Strong communication skills. Excellent social skills.

	<p>From a risk perspective, ability to assess pitch decks, business plans, financial accounts and ancillary information including personal assessment of potential borrowers or those seeking equity investment.</p> <p>Able to recognise business opportunities across a range of business sectors.</p> <p>Able to express ideas clearly, both verbally, face-to-face, by telephone and in written communications and actively listening to others logically and accurately.</p> <p>The ability to provide credible business advice to a wide range of individuals from diverse backgrounds and at various stages of their business' development.</p> <p>Able to accomplish goals by efficiently establishing an appropriate course of action for self and others.</p>	<p>Effective networker.</p>
Qualities	<p>Willingness to learn.</p> <p>Team Player.</p> <p>Able to work on their own to meet clearly defined KPIs.</p> <p>Flexibility and openness.</p> <p>Positive outlook.</p> <p>Drive and determination.</p> <p>Effective in identifying problems, seeking pertinent data and recognising important information to solve complex problems and deal with new issues.</p> <p>Actively influences events rather than passively accepts them; sees opportunities and acts on them and originates action.</p> <p>Actively participates as a full member of a team, effectively contributing and sharing information even when it is of no direct personal interest.</p>	<p>Sense of humour.</p> <p>Interpersonal sensitivity and rapport.</p> <p>Quick thinker.</p>
Knowledge and Experience	<p>General knowledge of the following: Company law (including sectoral legislation and regulations) Financial accounting and sources of finance for SMEs Business planning Marketing and sales</p>	<p>Experience in a similar business advice role.</p> <p>Experience of running a business.</p>

	<p>Pricing and product/service validation Business operations (including manufacturing and logistics) Organisation and culture Leadership and skills Innovation and Intellectual Property Back office functions (e.g. HR, IT etc) Change/transformation management Doing business overseas (exporting and FDI) General business legislation such as environmental, GDPR etc.</p> <p>Previous interaction with a diverse range of businesses across sectors.</p> <p>Knowledge of the wider business environment, trends, forthcoming legislation and the cultural differences that may impinge on business ownership etc.</p> <p>Experience advising companies in a non-sales capacity.</p> <p>Preparation of reports and accurate statistical data.</p>	<p>An interest in business and the wider economy and the opportunities for London SMEs.</p> <p>Specialist knowledge or experience in a particular business functional area or sector.</p> <p>Knowledge of the business life-cycle, growth and the barriers therein.</p> <p>Knowledge of London, regional and national business support providers.</p> <p>Language skills.</p>
Qualifications	Small Firms Enterprise Development Initiative (SFEDI) or equivalent business qualification	Graduate calibre ideally.
Other	<p>The following is a guide to the behaviour expected from a Business Adviser:</p> <ul style="list-style-type: none"> • Observe high standards of personal honesty and integrity, and act impartially. • Must not lay themselves open to suspicion of dishonesty. • Discharge duties reasonably, comply with the law, including international law and treaty obligations and uphold the administration of justice. • Deal with the affairs of the public sympathetically, efficiently, promptly and without bias or maladministration. • At no time engage in activities that might bring discredit on The London Growth Hub or the GLA. • Should not misuse their position or information acquired in the course of their duties to further their private interests or those of others. • Must not put themselves in a position where their duty and private interests conflict or cause such suspicion. • Must not make use of their position to further their own or others' private interests. • May not engage in consultancy work on behalf of any company with which the London Growth Hub or the GLA has a contractual relationship or some other close official relationship. • Must not accept gifts, hospitality or benefits of any kind from a third party that might be seen to compromise their personal judgement or integrity and should consider very carefully propriety or possible conflict of interest. 	

	<ul style="list-style-type: none"> • Neither the Business Adviser nor any member of their family should accept a gift or hospitality, which would, or might, appear to place the officer under any obligation to the donor, compromise their impartiality or otherwise be improper. • Before accepting any hospitality, the Business Adviser should be satisfied that it is conventional hospitality, normal and reasonable in the circumstances, is in the interest of the provision of the business support services and will contribute to its objectives. Also consider <ul style="list-style-type: none"> - The perceived value and whether it will give rise to criticism - The frequency - is it more than would be regarded normal - The potential for embarrassment - The nature of any relationship with the Business Advice Team • All hospitality must be registered. • Ensure their attitude towards others carries no trace of unfair discrimination affecting working relationships, behaviour or judgement. Habit and lack of thought is no excuse. <p>All staff has the right to be treated with dignity and respect whilst carrying out their duties or on the Company's premises. Harassment or bullying in any form is totally unacceptable.</p>
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Conditions and Remuneration

Starting salary	Competitive Salary
Benefits	Newable Benefits Package
Hours	35 hour per week
Location	One of the London Growth Hub locations TBA
Holidays	25 days per annum



European Union

European Regional
Development Fund