

## JOB DESCRIPTION

<b>Job title:</b>	Enterprise Navigator
<b>Managed by:</b>	Enterprise Manager
<b>Grade:</b>	7

### Background

#### The Employer: The West of England Combined Authority (WECA)

The West of England is an economic leader with an economy worth over £33 billion a year. With a population of over 1.1 million people, one of the highest rates of employment in the country, and over 45,000 businesses, the region competes on a global scale. The West of England is a place where highly-skilled people work, where ideas flourish, and where businesses grow. It's also a place that a diverse population of people call home.

The West of England Combined Authority (WECA) was formed in 2017, to champion the region and drive clean and inclusive economic growth. As a result, significant powers and funding have been transferred to the region through the new Combined Authority and West of England Mayor.

Our aim is to deliver economic growth for the region and address some of our challenges, such as productivity and skills, housing and transport.

WECA is made up of three of the local authorities in the region - Bath & North East Somerset, Bristol and South Gloucestershire. Building on a strong track record of partnership working in the region, the West of England Combined Authority continues to work closely with North Somerset Council. The Combined Authority also the accountable body for the West of England Local Enterprise Partnership.

WECA is an equal opportunities employer, in line with the Equalities Act 2010, and invite applicants to contact us to identify any additional support they may need during the recruitment process.

## Purpose of the job

Enterprise Navigators provide information, advice and guidance to businesses on the support available to them from the local and national support ecosystem using the Growth Hub on line portal as the default tool. With a wide and varied amount of support available, many businesses find the business and financial support landscape confusing. Business is often unsure about which options will best meet business need.

Enterprise Navigators will work with businesses to simplify the business support landscape. Adopting an independent, impartial and objective approach, the Enterprise Navigator will work with businesses to understand their opportunities and barriers to growth. You will also introduce the business support services available through intermediaries and providers using the Growth Hub portal, and programmes delivered by the West of England Combined Authority.

Enterprise Navigators will deliver an initial triage of business need and identify business support available to match need, managing introductions to intermediaries and providers. Enterprise Navigators are independent brokers of business support and are driven solely by the needs of business.

## Key responsibilities

- Act as point of contact for businesses who require business support information, advice and guidance. Responding online, by email or telephone to support enquiries received directly or allocated by the Service Administrator.
- To build and deliver a quality triage service to business, by assessing the business support needs and providing a comprehensive impartial diagnostic of support available.
- To proactively engage and stimulate business engagement with enterprise/business growth programmes through one to one meetings, business facing events, exhibitions and networking activities, maintaining a portfolio of stakeholder relationships.
- To provide a point of presence on occasion at key strategic sites throughout the WofE, such as corporate co-working spaces, incubators, education providers and community centres.
- To facilitate and maintain relationships with key local authority teams (such as Economic Development and Regulatory Services)
- Understand the business support offer and landscape within the West of England to ensure all business information provided is accurate and up to date.
- Collect business data and intelligence, tracking business satisfaction & impact on the performance of business support interventions using the WECA CRM in accordance with WECA policies, procedures and guidance.
- To deliver services in line with WECA strategic priorities, contribute ideas and innovative solutions to drive achievement of the Local Industrial Strategy (e.g. inclusive Growth, Productivity Challenge, Clean Growth etc.)
- To work collaboratively with partners and WECA Marketing and Comms teams to provide website and social media content and business information including local events and grant programmes into WECA communications channels.
- To interrogate business data systems (Beauhurst, Bank Search) to produce business data for proactive engagement and targeting of services.

## PERSON SPECIFICATION

### Essential (must have)

#### Qualifications and Knowledge

- Good standard of general education
- Some understanding of the West of England Service provider landscape.
- Knowledge of process development, reporting and account management.
- An appreciation of what motivates business people and what drives business growth.

#### Experience

- Demonstrable experience of excellent customer service.
- Experience of dealing with business
- Experience of social media and marketing campaigns
- Experience of developing working relationship with key stakeholders
- Strong administration and organising skills.

#### Skills and Competencies

- Excellent communication skills, both verbal and written.
- Excellent inter-personal skills - questioning and listening to achieve a common understanding of issues to apply appropriate business solutions.
- Good team and communication skills.
- Ability to assimilate new information quickly.
- Ability to conduct basic data management.
- High level computer literacy, familiarity with social media and confident networker.
- High degree of self- motivation and ability to work on own initiative.

### Desirable

- Understanding of the business support landscape
- An understanding of the issues and barriers of engaging in business support faced by small businesses
- Awareness of the West of England Combined Authority Local Industrial Strategy

### Rewards and Benefits

WECA staff receive:

- 25 days annual leave, rising to 30 after five years' continuous service, plus bank holidays, pro rata
- Auto-enrolment into the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Commuter Travel Club - WECA employees can sign up to receive discounted monthly bus tickets, unlimited bus travel for work or leisure within your chosen zone, automatic ticket renewal and price freeze for 12 months.

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