



UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Business Development Officer				
DEPARTMENT	Research and Enterprise				
LOCATION	Boston, Grimsby and Scunthorpe				
JOB NUMBER	EL1172	GRADE	7	DATE	November 2020
REPORTS TO	Business Development Manager				

CONTEXT

We are a university looking to the future where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged workforce. We will achieve this through a culture of enterprise and innovation.

Research & Enterprise is a central professional support department which works with staff, industry (private, public and third sector), external partners (e.g. Local Enterprise Partnership, Midlands Engine etc.), students and graduates to drive:

- A dynamic research environment
- Increased levels of graduate employment and progression
- Innovation & productivity levels throughout our region.

We use all these elements together and separately to build wide and deep external partnerships, further developing our role as an 'active anchor institution'.

The post holder will be part of the Business Incubation & Growth team, within the Research and Enterprise Department, and will provide business development support to SMEs in the delivery of the Productivity Hubs programme. Key aspects of this role will involve:

- Supporting the Business Development Manager in realising the strategic ambitions of the programme
- Collaborating closely with external businesses, academic colleagues and Business Developing staff to develop an effective network and a flexible support service
- Focusing on the development and delivery of business support to SMEs in the target areas of Scunthorpe, Grimsby and Boston
- Supporting the delivery of the Greater Lincolnshire Local Enterprise Partnerships (GLLEP) Innovation Strategy

This position, part funded by European Structural & Investment Funds, is critical to the support and delivery of GLLEP's innovation strategy, enabling SMEs to access support and funding for productivity, innovation and growth. Regional, national and international travel may be required.

JOB PURPOSE

This role is primarily supporting the growth and productivity ambitions of Greater Lincolnshire businesses, supporting SMEs (Small, Medium Enterprises) to realise their potential.

The post holder will deliver business support through 1:1 advice and guidance, drop-in sessions, workshops and events. The post holder will collaborate closely with the wider team, Greater Lincolnshire Growth Hub team and other internal & external providers to raise productivity and innovation levels of SMEs in the targeted locations of Scunthorpe, Boston and Grimsby.

A dedicated base will be established in the 3 locations and the post holder will be expected to maintain a regular presence in each location.

The post holder will be required to engage with businesses in the 3 locations, particularly those that are currently under-represented; develop an understanding of the different needs of SMEs in each area; identify gaps in the current business support provision; and to respond accordingly.

The role will involve stimulating and inspiring SMEs in the target locations to focus on innovation and growth, for example, by bringing them into contact with thought leaders and industry experts and by helping them to understand and overcome barriers to success. The Business Development Officer will use their skills and experience to provide specialist and objective advice, enabling the businesses to thrive.

The post holder will support the Business Development Manager in the delivery of strategies and intensive programmes designed to increase SME innovation and productivity. It is essential that the post holder quickly builds a professional service, complementing existing activities, and making it clear to businesses what support this new project can provide.

KEY RESPONSIBILITIES

SME Innovation, Productivity and Growth

- To identify the business needs and barriers to growth and innovation in the target areas
- To identify gaps in the current business support provision in the target locations
- To work with the Business Development Manager, wider team and other stakeholders to develop a business support and partnerships strategy for SMEs in the target locations - focusing on the priority sectors of engineering, advanced manufacturing and logistics
- To collaborate closely with other support providers to ensure a joined-up strategy
- To develop close working relationships with the business community, increasing their engagement with this programme as well as other support on offer
- To find ways to increase the engagement of businesses that are currently under-represented
- To deliver a programme of support to drive productivity and innovation in the 3 locations, including but not limited to 1:1 advice and guidance, drop in sessions, workshops and events
- To influence staff and stakeholders to engage in programme delivery
- To work closely with Business Development colleagues in promoting the business support on offer
- To support the Business Development Manager in the delivery of an accelerator programme aimed at specific industry sectors in the 3 locations, this includes the assessment of eligible companies, and the provision of support to these businesses
- To help raise the profile of the programme and provide input to marketing initiatives
- To understand the strict funding guidelines, ensuring programme compliance and provide appropriate input to the quarterly funding claims.

Technical Guidance and expertise

- Provision of expert specialist guidance to businesses to enable them to achieve their growth and productivity ambitions.
- An understanding of the barriers SMEs have currently faced in accessing business support provision and ability to provide the support needed to help them overcome this
- Be adaptable to the changing environment businesses are operating in and ensure business support provision being offered can respond to this. This could include re-visiting strategies and delivery models as needed
- Have the ability to deliver a project to strict funding regulations ensuring compliance within the relevant scheme guidelines - in this case the European Regional Development Fund (ERDF)
- Take the lead on collation of ERDF project outputs from programme participants including development of robust auditable processes, ensuring the completion of appropriate paperwork adhering to strict funding guidelines.
- Provision of expert advice to SMEs on relevant regional, national and international funding streams, responsible for signposting the businesses appropriately to unlock their innovation potential and increase productivity.
- Provide support in the preparation, evidence gathering and submission of the quarterly funding claims and preparation of project documentation for audits of the Programme.

Relationship Management

- Identify, build and maintain key relationships with appropriate internal and external stakeholders including intermediary organisations and agencies to facilitate the recruitment to programmes.
- To act as the key contact and account manager for identified clients, maintain good client liaison and commercial practices, ensuring profitable, repeat business.
- As a key member of Research & Enterprise, proactively engage in activities to raise the University profile, in particular through regular attendance at meetings with funders and stakeholders, networking and effectively brokering new profitable relationships.
- Work closely with partners across the three locations utilising existing facilities in particular with University College North Lincolnshire (UCNL) in Scunthorpe, E-Factor Hive in Grimsby and Boston College in Boston.

Data management & reporting

Responsible for the provision of management information through reports detailing outputs, success rates and pipeline to line management, senior management, funding bodies and other partners as appropriate to share best practice, improve success rates and influence future strategy.

- To ensure that an appropriately robust audit trail of information is maintained to support these reports.
- To support the progress and output reports for the quarterly funding claims, and submission of claims as appropriate, and support subsequent audits to ensuring project compliance.
- To deliver and report on agreed key performance indicators to the Business Development Manager and programme Director, within agreed deadlines and ensure that an appropriately robust audit trail of information is maintained to support these reports.
- Develop and disseminate information on best practice relating to the management and administration of Productivity Hubs through liaison with internal contacts and external bodies and influence colleagues at all levels to adopt best practice.
- Line management responsibility for the Project Co-ordinator role to ensure the delivery and administration of the programme meets the needs of the SMEs the project is targeted at and funders contractual requirements

Profile raising of Productivity Programme

- Raise the profile of regional Productivity Programmes at internal and external events as appropriate. This will require innovative and targeted marketing approaches in order to reach out to SMEs who are currently not accessing business support provision to clearly communicate what the project can offer to them
- Attending and presenting at external events to deliver masterclasses and seminars on how the business community can access the programme, demonstrating professional presentation skills
- Development of successful case studies, good practice and good news stories where relevant for future business support and project promotion and dissemination.
- To represent Research & Enterprise and our Productivity programmes at internal and external events and on relevant local, regional and national interest groups, partnerships and committees as appropriate.
- To increase awareness of business support across the region through liaison with and the coaching of businesses and business support agencies, identifying individual business needs and delivering workshops/seminars to address these.
- Delivery of a regular series of business engagement events in collaboration with College based BDMs and Business development Officers to raise awareness of mechanisms to engage with the university, access expertise and funding support available.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

This role will require pro-activity and a commercial acumen with a customer focus. The role will support the Business Development Manager, programme director and wider Research and Enterprise department in the delivery of key strategic outcomes.

As a key point of contact for businesses seeking advice on innovation, productivity and wider external funding; the post holder will be expected to be a self-starter, an effective communicator with excellent knowledge and expertise in business support.

As a well organised team player the post holder will have a good understanding of SMEs, business support, marketing and event organisation which will, involve flexibility in working outside of regular hours and often at short notice in line with client needs.

As well as direct line management support for the project co-ordinator role, this post will also be required to work in coordination with the Productivity Programme colleagues to ensure that activity being delivered is complementary and we are not duplicating activity. This will require a detailed understanding of the Productivity Programme as well as other University schemes that are targeted at SMEs so this programme meets 'gaps' identified in current delivery and not target businesses that could access business support via existing programmes. Excellent communication skills and ability to align roles within the existing structure will be needed for this post to be delivered successfully.

The role will play an integral part in the development and delivery of productivity support within the Research and Enterprise Department, including mentoring of other colleagues, to ensure delivery of the university's KPIs.

Key working relationships/networks

Internal	External
<ul style="list-style-type: none"> • Business Development Manager (Line Manager) • Head of Business Incubation and Growth • Business Advisor • Enterprise Manager's • Director of Research and Enterprise • Careers & Employability team • Research & Industrial Partnerships team 	<ul style="list-style-type: none"> • Local, regional and national business clients, including SMEs • Intermediaries • External agencies • Business Lincolnshire and associated support schemes • IUK Innovation Managers • Regional & national University Enterprise Offices • Partner organisations

- Employability Operations Manager
- College based business development staff
- Staff from across the University, particularly those engaged in the productivity programme
- Marketing & Communications departments

- Ministry of Housing Communities & Local Government (MHCLG)
- Local, regional and national business clients, especially SMEs
- Relevant associations and professional bodies e.g. PraxisAuril



UNIVERSITY OF LINCOLN PERSON SPECIFICATION

JOB TITLE	Business Development Officer	JOB NUMBER	EL1172
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Graduate or equivalent experience	E	I
Diploma or equivalent experience in business support	D	A
Experience:		
Experience of working with small to medium sized enterprises	E	A, I
Experience of working in a business support environment	E	I
Experience of working with business and professional support organisations/agencies	D	A, I
Experience of delivering presentations to a range of audiences	D	A, I, P
Experience of planning, marketing and delivering events	D	A, I
Skills and Knowledge:		
Strong commercial acumen	E	A, I
Excellent communication skills, written and verbal	E	I, P
Negotiation skills and an ability to influence	E	I, P
A working knowledge of funding mechanisms to support business innovation and growth	E	I, P
Ability to develop effective working relationships with a wide variety of internal/external partners	E	A, I, P
A good understanding of SME drivers, issues & barriers to growth	E	I
Competencies and Personal Attributes:		
Innovative	E	I, P
Results driven	E	I, P
Highly organised and able to prioritise workload	E	I
Projects a professional image at all times	E	A, I, P
Adaptable and flexible within a team environment	E	I
Business Requirements		
Will be required to work the occasional evenings and weekends	E	I
Able to travel between sites	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	CB	HRBA	DB
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