

# BUSINESS RELATIONSHIP MANAGER



## Role Profile

<b>Title</b>	Business Relationship Manager	
<b>Grade</b>	GRADE G	
<b>Reference:</b>	N773	
<b>Reports to:</b>	Head of Oceansgate and Marine Investment	
<b>Work style Definition</b>	Office based hot-desk/touch down worker	
<b>Job Type:</b>	Semi Professional	
<b>Primary purpose of role</b>	<p>The Business Relationship Manager will take a leading role to manage a business support programme delivered by Plymouth City Council working in partnership with the Growth Hub and associated projects. This job will take a leading role in independently delivering aspects of the business support programme without reference to senior colleagues including marketing, business support and responding to the requirement of funders</p> <p>The business support programme will offer 'sector blind' engagement and advice activities that will also complement smart specialisation specific activities achieving the transformational ambitions of the LEP.</p>	
<b>Key accountabilities and key measures</b>	<p><b>Role outcomes</b></p> <ul style="list-style-type: none"> <li>▪ Businesses feel well supported prior to and during their grant funding application, and there is a tangible benefit to the business receiving support through the business support programme (30%)</li> <li>▪ Management of service delivery being seamless and complaint to ERDF rules and regulations (10%)</li> <li>▪ Oceansgate is effectively marketed with a high demand for business support (10%)</li> <li>▪ Businesses understand what support is available and how it might benefit their business (20%)</li> <li>▪ Funders are provided with the timely accurate monitoring reports that meet their needs and has successfully been delivered within budget (10%)</li> <li>▪ Ensuring that reporting procedures, data gathering and audit meet the needs of funders</li> </ul>	<p><b>Role measures</b></p> <ul style="list-style-type: none"> <li>▪ Increased business engagement and investment in business development</li> <li>▪ Positive feedback from business beneficiaries</li> <li>▪ Work programme completed within the funding budget and audit criteria met</li> <li>▪ Achieving ERDF outputs goals as set out in the funding application</li> <li>▪ Increased growth capability of small and medium sized enterprises</li> <li>▪ Grant funding management of £160,000</li> <li>▪ Funders view the business support project positively</li> </ul>

	including the inaugural ERDF funding (20%)	
<b>Key activities</b>	<p><b>Work independently to build and maintain relations with business owners, stakeholders and funders for Business Support Activities (60%)</b></p> <ul style="list-style-type: none"> <li>▪ Build and maintain relationships with business owners, take independent decisions in providing them with business support to help them grow to fulfil the terms of their grant funding including ERDF requirements</li> <li>▪ Act as key point of contact with businesses and stakeholders</li> <li>▪ Set up a series of events to enable businesses to meet PCC Business Support Team and a selection of private/voluntary sector business support without reference to senior colleagues</li> <li>▪ Undertake background checks to ensure businesses are eligible for support</li> <li>▪ Research potential SME's in Devon that would meet the ERDF grant application process and benefit from the business support programme.</li> <li>▪ React to unexpected situations, taking initiative and decisions to deal with difficult situations without reference to senior colleagues</li> <li>▪ Support the development of successive business cases and funding bids</li> <li>▪ Support completion of funders claim forms, independently collecting information and reporting outputs.</li> <li>▪ Respond to problems and situations that may arise when decisions have to be made by the postholder</li> <li>▪ Undertake Information, Diagnostic and Brokerage sessions with businesses</li> <li>▪ Develop action plans for each participating business including making recommendations for further support</li> <li>▪ Manage and administer an £80k ERDF compliant grant scheme which will require the setting up of application and monitoring processes and systems</li> <li>▪ Provide clear and effective signposting advice to businesses</li> <li>▪ Work closely with other business support providers including Heart of the South West LEP Growth Hub.</li> <li>▪ Work in alignment with PCC's Enterprise and Inward Investment Team</li> <li>▪ Manage organisation of Plymouth City Council presence at trade fairs and investment shows including scheduling 1 to 1 meetings between key investors and senior management and creating itineraries to deliver the greatest return on investment</li> </ul> <p><b>Deliver the Marketing Strategy for the Business Support Programme (20%)</b></p> <ul style="list-style-type: none"> <li>▪ Responsible for developing and delivering a programme of marketing activity for Oceansgate Enterprise Zone demonstrating year-on-year growth in social media followings, impressions and overall media coverage</li> <li>▪ Responsible for briefing senior management team of marketing and events plans and outputs</li> <li>▪ Independent research of innovation markets and opportunities</li> <li>▪ Responsible for writing a monthly news story to be included in the Oceansgate newsletter</li> <li>▪ Work closely with the Oceansgate Team and other organisations such as Devon Chamber of Commerce and the Growth Hub to ensure wider marketing of the service to businesses</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Ensuring funders publicity requirements are met at all times</li> </ul> <p><b>Management of the work programme (20%)</b></p> <ul style="list-style-type: none"> <li>▪ Handling commercially sensitive information and data for the Council,</li> <li>▪ Understand and comply with relevant EU and national legislation, regulations, government and council policy, managing the Project Handbook with policies, processes, forms and procedures to ensure efficient and compliant project delivery.</li> <li>▪ Management of grant funding application process</li> <li>▪ Proactively leads relationship building with other teams across the council.</li> <li>▪ Awareness and ability to identify potential for State Aid non-compliance of projects</li> <li>▪ Attends to sensitive or contentions correspondence professionally and in accordance with policy.</li> <li>▪ Monitoring the overall spend of the ERDF funding for Phase 2 of Oceansgate of a value of £2.2 million</li> <li>▪ Ensuring all invoices are paid on time and accurately</li> <li>▪ Prepare monitoring reports for internal Executive board. Draft monitoring reports and presentations which detail programme progress. Care, accuracy, confidentiality and security of the information must be ensured at all times</li> <li>▪ Communication with various partners. Act as the link between the Programme Team, stakeholders, contractors and employees within other Council departments. Manage, co-ordinate and disseminate accurate and timely information, acting with discretion</li> </ul> <ul style="list-style-type: none"> <li>▪ Undertake other duties appropriate to the grade of the post</li> </ul>
<b>Essential qualifications/ knowledge</b>	<ul style="list-style-type: none"> <li>▪ Competent user of Microsoft Office</li> <li>▪ Knowledge of project management principles, methodologies and processes</li> <li>▪ Degree educated to demonstrate ability to work and research independent of senior colleagues</li> <li>▪ Professional marketing qualification to Level 4 Certificate</li> <li>▪ Good communication and report writing skills</li> <li>▪ National and European (e.g. ERDF) funded programme administration &amp; coordination experience</li> <li>▪ 5 GCSE (Grade A-C/9-4) or equivalent including English and Maths essential to demonstrate a standard of literacy/numeracy commensurate with the role.</li> <li>▪ Detailed appreciation of the skills and assets housed at the various research organisations and they will build networks of marine sector SME's</li> <li>▪ Detailed knowledge of business support landscape including local and national policy developments</li> <li>▪ Knowledge of grant funding</li> </ul>
<b>Desirable qualifications/ knowledge</b>	<ul style="list-style-type: none"> <li>▪ Accredited through the Association of Project Management</li> <li>▪ Knowledge of creating and maintaining web pages</li> <li>▪ Experience of working in economic development and or large regeneration projects</li> <li>▪ Detailed appreciation of the skills and assets housed at the various research organisations and they will build networks of marine sector SME's</li> </ul>

<b>Essential experience</b>	<ul style="list-style-type: none"> <li>▪ Working in a complex multi- agency/partnership setting</li> <li>▪ Experience of running business support services</li> <li>▪ Experience of marketing and promoting products/services and running events</li> <li>▪ Evidence of working on own initiative and responding independently to unexpected problems</li> <li>▪ Working in a matrix management environment with potentially competing demands for time</li> <li>▪ Line management</li> <li>▪ Interpreting complex datasets and information</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>▪ Working with politicians</li> <li>▪ Working with social media</li> <li>▪ Reporting to funders</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>▪ High level of interpersonal and communication skills are needed in order to exchange complex information with a range of audiences such as Senior Officers, project stakeholders and outside organisations</li> <li>▪ Negotiating and persuasive skills are used to be able to influence others in a particular course of action e.g. securing the best price for the procurement of new furniture for a school</li> <li>▪ Problem solving to identify solutions to problems posed e.g. facing conflicting timescales may require a change of action within the project plan</li> <li>▪ Keyboard skills are required to take minutes at meetings, to produce clear project documents such as schedules and budget reports, to use e-mail for communications and to maintain and update the project's web page</li> <li>▪ Planning and organisational skills to plan meetings and events</li> <li>▪ Budget management and monitoring skills</li> <li>▪ Time Management Skills to work to deadlines and achieve individual objectives</li> </ul>
<b>Corporate standards</b> <ul style="list-style-type: none"> <li>▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.</li> <li>▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.</li> <li>▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.</li> <li>▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation.</li> </ul>	