



Cumberland Council

Post Specification

Date	May 2025
Post Group Number	8556
Post Title	Business Advisor
Job Family	Organisational Support
Job Family Role Profile	OS11
Final Grade	11

To be read in conjunction with the job family role profile

Service Area description

The Business Support team operates programmes to support economic growth in businesses across Cumbria, through the delivery of 1-1 support and advice and the provision of workshops to assist business owners and senior managers to improve business productivity. The service area procures and manages experienced external advisors to deliver business assistance through advice and signposting.

Purpose of this post

To work exclusively in the Barrow-in-Furness area to advise and support small and medium sized enterprises to overcome challenges and grow their businesses.

Key job specific accountabilities

1. To work with generated leads and self-generate leads through local networks and partner relationships.
2. Handling enquiries via, phone and email, initially assessing the growth potential and business needs using appropriate tools, processes and systems where required.
3. Ensure all company data, enquiries and partner referrals are correctly recorded on Evolutive. Update with activities and progress against agreed actions as plans progress and ensure all administration is completed in a timely manner.
4. Represent Enterprising Cumbria at appropriate events and contribute to the development and delivery of events targeted at clients and partners as required.
5. As part of a team work with local partners on confirmed campaigns.
6. Keep abreast of relevant issues and use insight to inform the business community.
7. Provide a structured business diagnostic with eligible companies to help them identify and link to the most effective information and business solutions to help their growth. To deliver this service in variety of formats: virtual, face-to-face format or via telephone.
8. To effectively manage assigned businesses to ensure they are supported via direct business guidance, effective sign posting to other support organisations and account management through the IDB process.
9. Work with the businesses to monitor any outputs including new jobs created/safeguarded and other service specific outputs and outcomes that result from activities undertaken.
10. To provide project and management information to the Programmes team.
11. To work to an agreed delivery target, geography, sector or 'business issue' priority so as to deliver a high-quality service to businesses relevant to these priorities.
12. To work with local and regional business support providers, networks and organisations building awareness of programmes and ensuring effective brokerage and referral.
13. To work with the all delivery and marketing functions to meet reporting and compliance requirements and support Growth Hub-wide objectives.

14. This list is not exhaustive and includes any other duties as reasonably requested by the organisation.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none">• None
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Staff Management Responsibilities	<ul style="list-style-type: none">• None
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Other	<ul style="list-style-type: none">• None
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Essential Criteria - Qualifications, knowledge, experience and expertise

- Business advisory / coaching / mentoring qualification and / or experience.
- Database management experience
- Awareness of business support ecosystem
- Self-starter able to work with limited supervision
- Experience of supporting businesses across multiple sectors
- Experience of developing, implementing and monitoring policies.
- ICT literate.
- Experience of MS office software especially word and excel.
- Customer service experience and dealing with stakeholders.
- Proven experience of maintaining accurate records and working to deadlines.
- Proven experience of prioritising own work load.
- Ability to travel.

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS

Job working circumstances

Emotional Demands	<ul style="list-style-type: none">• NONE
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Physical Demands	<ul style="list-style-type: none">• NONE
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Working Conditions	<ul style="list-style-type: none">• NONE
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Other Factors