

Role Title	Self-Employment and Start Up Business Adviser
Job Family	Stronger Communities Directorate
Competency Level	Principal Officer/Manager
Pay Range / Scale	PO1
<p>Purpose</p> <p>Waltham Forest's Stronger Communities Directorate are creating a new service to drive the council's Inclusive Economy agenda to achieve the Council's mission for an 'Economy that works for everyone'. This ensures we will have a joined-up approach to prevention, offering support in the right place, at the right time, in the right ways.</p> <p>This post is currently funded to deliver the 'Business Intellectual Property Centre Local' which has been developed in partnership with the British Library.</p> <ul style="list-style-type: none"> • To develop and deliver business support, advice and guidance for self employed, start ups, freelancers and business to support growth and opportunities generation. • To co-ordinate the delivery of services including workshops, webinars and one-to-one support, which enable entrepreneurs and SMEs from all walks of life to utilise Councils collections and resources to set up and run a successful business including those established with the British Intellectual Property Centre Local in partnership with the British Library • Coordinate and deliver a range of business support activities to ensure the required outcomes/outputs for externally funded programmes such as the UK Shared Prosperity Fund 	
Generic Accountabilities	End Results/ Outcomes
Provide advice and make recommendations based on up to date knowledge and analysis / evaluation of information. Manage escalated or complex customer issues within the relevant area.	<p>Expert advice, information, interpretation and support are provided on the full range of technical / professional issues within the area of responsibility.</p> <p>Issues are managed through to a satisfactory conclusion.</p> <p>Risk to the Council is minimised.</p>
Contribute to the development of service plans to meet strategic business goals.	<p>Strategic and operational input is provided to wider business planning and development.</p> <p>Customer needs are identified.</p> <p>Services meet legislative and policy requirements.</p>
Research developments in relevant area. Collate process and analyse information / data. Translate outputs into advisory reports / documents / actions as appropriate.	<p>Relevant information / data are managed efficiently and accurately.</p> <p>Accurate and relevant information / reports / documentation are produced.</p>

	<p>Trends and issues are identified and prioritised.</p> <p>Statutory and procedural obligations are fulfilled.</p> <p>Management decision making is supported.</p>
Lead on the development, implementation, maintenance and management of systems, policies, procedures and / or standards within area of responsibility.	<p>Changes to systems, policies and / or procedures are identified and recommended.</p> <p>All updates, amendments, developments are tested and approved prior to delivery.</p> <p>Customers receive prompt, accurate policy / procedural updates.</p> <p>Service standards are improved.</p>
Work closely with others to support/Manage the development and delivery of improvements in processes and procedures.	<p>Identifies gaps in service provision/highlight policy issues and makes recommendations to resolve the issues.</p> <p>Agreed improvements are developed, delivered and evaluated.</p> <p>Issues and recommendations are brought to the attention of senior managers.</p> <p>Benchmark against best practice authorities and center of excellence.</p>
Prepare and present a full range of reports (both standard and non-standard) covering area of responsibility.	<p>Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales.</p> <p>Evidence based recommendations are made.</p>
<p>Manage a portfolio of Projects and Reviews.</p> <p>Lead on specific projects as required.</p>	<p>Projects are delivered to agreed specification, timescales and budgets.</p> <p>Change initiatives are successfully integrated and implemented across all impacted service areas.</p> <p>Value for money is achieved.</p> <p>Ongoing savings secured.</p>
Job Specific Accountabilities:	
To co-ordinate the delivery of services including workshops, webinars and one-to-one support, which enable	Quarterly programme established and promoted

entrepreneurs and SMEs from all walks of life.	
Utilise Councils collections and resources to set up and run a successful business including those established with the British Intellectual Property Centre Local in partnership with the British Library	Collections understood and promoted to business and residents.
To maintain paper and electronic records and statistics to enable resident activity to be monitored and the assessment of overall performance against targets and outcomes.	<p>Resident eligibility is ascertained and they are informed of evidence requirements prior to registration.</p> <p>All documentation/evidence requirements are met.</p> <p>Caseloads are managed effectively and business/resident paper and electronic records are updated accordingly.</p> <p>Reports to demonstrate activity and performance are produced for assessment and analysis.</p>
Provide specialist advice and guidance to businesses based on up to date knowledge and analysis of the business/enterprise and support	<p>Provide expert information, advice and guidance</p> <p>Support provided through to a satisfactory conclusion.</p>
To maintain a comprehensive working knowledge of a variety of occupational functions and develop and maintain specialist knowledge of the business growth sector in the local and regional economy.	<p>Knowledge of a variety of occupational functions is maintained and shared with colleagues and clients to maximise outcomes.</p> <p>Specialist knowledge of the business growth sector in the local and regional economy is developed and maintained for specific sector based job activities.</p> <p>Knowledge is incorporated into the Inclusive Economy Service strategies.</p>
To develop substantial and enduring relationships with partners by providing a high quality innovative service.	Relationships with existing partners are nurtured and fostered through the provision of a good quality service. Regular contact is maintained with all partners.
To develop a variety of methods and solutions to meet the needs of individual clients/businesses.	<p>Individualised approach is undertaken to ensure client needs are met and that they receive the most appropriate level of support.</p> <p>Regular contact is maintained with all clients to ensure information held is up to date and relevant.</p>
To work in a professional and competent manner with a variety	Where possible activity is tailored towards meeting specific business requirements.

of businesses to identify their unique barriers to growth.	
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Nature of Contacts
<p>Typically involves Senior Managers across the authority, and external agencies and organisations providing advice regarding employment.</p> <p>Will involve extensive direct contact with members of the public.</p> <p>Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively and diplomatically.</p> <p>Deal with people at all levels confidently, sensitively and diplomatically.</p>
Procedural Context
<p>Act within guidelines and standard procedures with discretion to allocate or otherwise organise work to meet service delivery requirements.</p> <p>Works within laid down procedures but needs to deal with day-to-day problems without always referring to others.</p> <p>Decisions will be made based on Council procedures.</p> <p>The roles will report to the Employability and Enterprise Delivery Manager</p> <p>The post will be expected to work from a variety of Council locations including the Town Hall, Adult Learning Centres, Libraries and Welcome Hubs.</p>

Resourcing
<p>Budget Responsibilities: Responsible for delivery of external funded projects relating to the BIPC Local</p> <p>Supervisory Responsibilities: None</p>
Knowledge, Skills and Experience
<p><i>(The following three areas represent a summary of the essential elements of the person specification)</i></p> <ul style="list-style-type: none"> • Experience of working with Employers and Businesses • Creative and innovative • Demonstrable commitment to equal opportunities and equality in business and service delivery • An ability to work effectively on partnership projects across organisational boundaries and to tight deadlines. • An ability to work effectively with employers and external partners

- Excellent verbal communications skills including an ability to communicate and negotiate with diplomacy in a range of settings at senior levels.
- Excellent written communications skills including the ability to market and promote the service to a range of audiences in a variety of settings.
- Excellent skills in the use of information technology including database, word processing, e-mail and internet use
- Able to work as part of a team.

Indicative Qualifications

Degree or equivalent or vocational qualification in relevant subject or area

Qualified in Information, advice and Guidance level 4 (desirable)

Evidence of Continuous Professional Development

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.