



ROLE PROFILE

Role Title: Business Engagement Officer

Service: Corporate & Customer Services, Communications & Engagement

Directorate: Transformation & Resources

Accountable to: Customer & Business Engagement Manager

Grade: SO2

Car Category: Casual

Purpose of role

- To take the lead role in developing and maintaining relationships with key businesses in West Lancashire, including the continued development of the Skelmersdale Ambassador network with business and stakeholder membership.
- To take the lead role in securing the involvement of businesses to maximise employment and training opportunities, in particular around apprenticeships within the private, public and third sector in West Lancashire.

Key Objectives

1.	Lead officer for all business engagement activities in connection with the delivery of business development and support, ensuring the Council's business engagement and support activity is delivered in a co-ordinated manner.
2.	To work alongside colleagues in the Communication and Engagement service to further develop the Skelmersdale Place brand.
3.	To work alongside colleagues in the Communication and Engagement service to further develop and secure the involvement of the private sector in the Ambassador network and encouraging membership of the Place Board by developing strong working relationships with senior business representatives.



4.	Facilitate meetings of the Skelmersdale Place Board including supporting the Place Board private sector Chairperson by developing the Agenda, suggesting discussion items and themes for all appropriate agendas relating to business engagement. .
5.	To work alongside colleagues in the Communication and Engagement service to secure appropriate venues for Board meetings and to organise and run Ambassador events
6.	To work alongside partner organisations to ensure that employment and skills related activities are co-ordinated both internally and externally, where appropriate, to ensure the maximum outcomes and the maximisation of available resources.
7.	To take a lead role in engaging and meeting with businesses in relation to skills and employment initiatives, with a particular emphasis on apprentices, and to ensure businesses are aware of the business support programmes that are available to them in relation to development and growth opportunities.
8.	To engage and develop relationships with business support providers operating in Lancashire to ensure businesses in the Borough are benefiting from the support available and are referred to the most appropriate provider.
9.	To maintain financial recording and monitoring systems to support the delivery of employment and skills, and business support activities, including the Ambassador network, if appropriate.
10.	To prepare and present reports and updates to relevant groups and networks and to Elected Members as appropriate at Council meetings.
11.	To compile and analyse statistical data and undertake economic research to inform new and existing business engagement and support services.

Scope

The post holder will perform a key role in developing an outward-focused approach to business engagement and economic regeneration, working to provide advice and expertise to support new businesses whilst retaining existing businesses in the area and helping to develop the skills needed. In doing so, they will work collaboratively across the whole organisation and with all levels of staff and with external partners and other organisations. They will also work with Elected Members, as this is an area of focus and interest for them.



Work Profile

1. Strategy

To contribute to the development and implementation of the Council's Economic Development, Ormskirk Town Centre and associated Marketing Strategies. To have a lead role in ensuring the success of the Skills and Employment Charter and Ambassador network.

2. Performance

The post holder will support the Customer and Business Engagement Manager in ensuring that the highest standards of are achieved and maintained in supporting both prospective and existing business customers particularly when there are service pressures or time constraints. They will take a leading role in the delivery of key objectives, priorities and targets associated with continuous improvement and in developing a more evidence/intelligence-led approach. They will monitor and communicate performance against a series of key performance measures, developing new indicators and targets as needed.

They will recognise, communicate and mitigate any risks to the delivery of high performance standards.

3. Service Quality

The post holder will have a leading support role in ensuring that the Council's image and reputation for excellent service and value is both maintained and improved, through the delivery of a newly focused Customer Excellence function that upholds rigorous standards and adds value.

They will develop and monitor appropriate Customer Experience performance indicators.

They will develop and support the implementation of excellent standards in terms of service delivery performance and professionalism.

4. Resource Management

The post holder has no direct line management responsibility within the organisation and no budgetary responsibilities.



The post holder will ensure the appropriate use of vehicles, equipment and personal protective equipment provided to the individual in order to undertake their role.

5. Supervision and Management

The post holder has no direct line management responsibility.

6. Culture

The post holder will support the development of a positive organisational culture that is outward looking, evidence based and customer focused.

The post holder will promote equality of opportunity in the delivery of the duties of the role.

7. Communications

The post holder will closely liaise with other services and partners as appropriate, to ensure that the Council is able to respond effectively and efficiently to business customers and to promote skills development in the area.

They will promote the service through demonstrable commitment to a high quality, excellent standards.

They will provide progress reports at agreed intervals, to the Customer and Business Engagement Manager, Customer Experience & Communications Manager, Head of Service, and Corporate Director as appropriate, detailing progress, risks to success and next steps. They will also engage and communicate with Elected Members.

8. Main Contacts Associated with Principal Duties

The post holder will be in regular contact with their immediate team, Head of Service, Service Managers and their teams (where there is a link to business needs), and partner agencies in order to develop and agree improvements to business customers' contacts with the Council. They will also work closely with businesses in the local area to forward the skills agenda.



Less regularly, they will be in contact with Corporate Directors, the Chief Operating Officer, Elected Members and Human Resources.

9. Commitment

The Council's normal working week for the purposes of calculation of premium rates and enhancements is Monday to Friday 7 am to 7 pm. The Councils operates a standard working week of 36 hours.

10. Risk Management

The post holder will be responsible for clearly identifying risks relating to standards of customer service or support for businesses and where possible or reasonable, to provide recommendations for mitigating action. They may be asked to lead on implementing the actions required to manage the risk effectively.

11. Working conditions

The post holder may be in contact with members of the public or cases that are difficult and require sensitivity, confidentiality and discretion. They may also be in receipt of sensitive data and information in the course of carrying out their duties and will be expected to fully comply with legal requirements and Council policy, in the handling of this.

12. Equal Opportunities

The Council is committed to achieving equality of opportunity both in the delivery of services to the community and its employment arrangements. We expect all employees to understand and promote our policies in their work.

13. Customer Focus

The post holder is expected to meet the Council's Standards of Customer Care at all times. To champion Customer Excellence and service improvements that are needed to enhance the customer experience.



14. Core Tasks

The post holder will be expected to undertake any other duties which may be required within the needs of the service that are commensurate with the grade.

15. Health & Safety

All employees have a responsibility for their own health & safety and that of others while undertaking their duties. Employees have a general duty to assist the Council in implementing its general statement on health & safety policy.

16. Legislation

The post holder is expected to comply with Data Protection legislation and all other relevant and applicable statutory legislation together with Council policies and procedures

17. Training & Development

The post holder is expected to comply with the Council's policies and practices relating to training and development, including a regular development appraisal.

18. I.T.

The post holder is expected to comply with the Council's policies and practices relating to use of I.T. and equipment.

19. Creativity

The post holder is expected to generate ideas and concepts relating to service improvements to enhance the customer experience and developing the skills agenda in the borough. They will be solutions-focused and able to work with internal and external partners and the business community, constructively challenging whilst keeping them engaged in change. They will be expected to refer to the Customer and Business Engagement Manager routinely and certainly prior to implementing key changes.

20. Decisions and Consequences

The post holder will generate ideas and suggestions for consideration by the Customer and Business Engagement Manager, Customer Experience &



Communications Manager and the Head of Service. They will be at the forefront of the borough's skills development agenda and also organisational change in relation to the customer experience and will need to exercise diplomacy, sensitivity and discretion to avoid reputational damage to the Council, or breaches of confidential data.

21. Work Context

The post holder will perform a key role in developing an outward-focused approach to business engagement and economic regeneration, working to provide advice and expertise to support new businesses whilst retaining existing businesses in the area and helping to develop the skills needed. In doing so, they will work collaboratively across the whole organisation and with all levels of staff and with external partners and other organisations. They will also work with Elected Members, as this is an area of focus and interest for them.

The above duties and responsibilities do not include or define all tasks, which may be required to be undertaken by the post holder. The duties and responsibilities may vary without changing the general character of the duties or the level of responsibility entailed. These factors are reflected in the grading of the post.

22. Physical Demands

It is not anticipated that there would be any physical demands of the job over and above those expected for office-based work.



PERSON SPECIFICATION

In this section the Skills, Knowledge, Qualification and Competency requirements to perform the role to a satisfactory standard are set out.

PERSON SPECIFICATION	Examples specific to role	Required		Method of Assessment Application (A) Interview (I), Testing (T), Reference (R)
		Essential	Desirable	
SKILLS AND KNOWLEDGE	Educated to degree level or equivalent		X	A
Technical knowledge and qualifications	Experience of working in the private sector and/ or significant experience of supporting businesses and dealing with business leaders at a senior level	X		A, I
	Significant experience of working as part of a team in a busy office environment	X		A, I
	Demonstrable experience of working to performance targets and compiling evidence to support targets/outputs, including working with external organisations to gather performance management information	X		A, I
	Experience of leading on the implementation and monitoring of high profile projects	X		A, I
	Experience and use of I.T., e.g. Microsoft Word, Excel, Power Point and Graphic Design Packages, etc.	X		A, I
	Knowledge of economic policy relating specifically to			



	<p>employment, training and skills issues</p> <p>An understanding of the business development, growth and support opportunities available to local businesses</p>	X		A, I
Planning and organising work	Methodical and well organised, with a commitment to providing a quality service and attention to detail	X		A, I, T
Planning capacity and resources	Planning for long-term projects & deliverables	X		A, I, T
Influencing and interpersonal skills	Experience of addressing audiences verbally and undertaking presentations at seminars/ events	X		A, I
	Experience of chairing and facilitating internal meetings and external business or stakeholder networks and events	X		A, I
	Experience of using negotiation skills to work collaboratively with a range of stakeholders from the public and private sector	X		A, I
	Excellent interpersonal and negotiation skills to liaise in person, via telephone and by written correspondence with businesses, intermediaries in the public and private sector, and a variety of partners and stakeholders	X		A, I
	Political understanding and sensitivity	X		A, I



	The ability to project a confident and professional approach and manner at all times when dealing with senior business leaders and other stakeholders, including Elected Members	X		A, I
PROBLEM-SOLVING Using initiative to overcome problems	Ability to identify and implement solutions to issues and be a champion of change.	X		A, I
Managing risk	Ability to consider, assess and mitigate risks associated with improving services and raising customer standards.	X		A, I
Managing change	Ability to promote change in a positive manner to others	X		A, I
ACCOUNTABILITY and RESPONSIBILITY Undertakes tasks without supervision	Ability to work independently and take ownership of key responsibilities of the post	X		A, I
Other	Commitment to Equality	X		A, I
	Commitment to Health & Safety	X		A, I
	Satisfactory Baseline Personnel Security Standard Check	X		Document Checks (includes Basic DBS)
	The ability to fulfil all spoken aspects of the role with confidence through the medium of English language. This includes the ability to converse with ease with customers and colleagues and provide advice in accurate spoken English	X		A, I



	Current/full driving licence and access to own car or equivalent mobility Flexible approach to working hours	X		A, I
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COMPETENCIES REQUIRED – All post holders must be able to comply with the Council’s Expected Behavioural Standards which include:

- **Putting customers first;**
- **Being positive and adaptable;**
- **Taking responsibility and achieving results;**
- **Working together.**

In addition, for those posts with management responsibilities the Expected Behavioural Standards will include:

- **Service delivery and change management;**
- **Financial and resource management;**
- **Leading, motivating and developing.**

Other information

- able to travel to meet service delivery requirements
- available to undertake work outside of normal working hours

Signed Line Manager	Signed Head of Service	
Print Line Manager	Print Head of Service	Date