



ROLE PROFILE

Role Title:	Business Growth Apprentice
Service:	Corporate and Customer Services, Communication and Engagement
Directorate:	Transformation and Resources
Accountable to:	Senior Business Growth Officer
Grade:	Apprentice Scale
Car Category:	Casual

Purpose of role

- To provide administrative support to the Communication and Engagement team

Key Objectives

1	To provide support to the Communication and Engagement team as appropriate e.g. data entry, maintain spreadsheets and other administrative tasks.
2	To provide support, as required, in updating and maintaining the West Lancashire property (Evolutive) database, enquiry management, and the performance and risk management systems.
3	To issue, as directed, standardised letters and information on business support and economic initiatives.
4	To update social media platforms and websites as directed.
5	To assist with the promotion of West Lancashire as a place to live, work and invest, including assisting with the organisation of Skelmersdale Ambassador events, and Ormskirk Town Centre events.
6	Assisting with reception duties at the West Lancashire Investment Centre if required.
7	Answering telephone calls, taking enquiries and distributing as appropriate.
8	To assist with mail outs and other marketing activities, as required, in respect of publicity activity and business development



Scope

The post holder will assist the Communication and Engagement Team to work collaboratively across the whole organisation and with local businesses, Elected Members, all levels of staff and external partners and other organisations.

Work Profile

1. Strategy

To have a supporting role in the service plan for the Communication and Engagement team. Their role will contribute to the achievement of the Council's Corporate Plan.

2. Performance

The post holder will support the Senior Business Growth Officer in ensuring that the highest standards are achieved and maintained.

They will take a supporting 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 assist in monitoring performance against a series of key performance measures, developing new indicators and targets as needed.

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

3. Service Quality

The post holder will have a supporting 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 assist in the development and monitoring of appropriate Customer Experience performance indicators.

They will assist in supporting 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 nor any 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, local businesses and partners as appropriate to the role.

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

They will provide progress reports at agreed intervals, to the Senior Business Growth Officer as appropriate, detailing progress made, any risks identified and possible next steps.

8. Main Contacts Associated with Principal Duties

The post holder will be in regular contact with their immediate team, Service Managers and their teams, local businesses, Elected Members and partner agencies.

Less regularly, they will be in contact with Corporate Directors, the Chief Operating Officer 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 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 can contribute ideas relating to the tasks that they undertake, to their line manager for consideration.

20. Decisions and Consequences

The post holder will usually carry out allocated tasks and duties under the supervision of their line manager.

21. Work Context

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. The extent, nature and level of the role holder's knowledge and skills should be specified

PERSON SPECIFICATION	Examples specific to role	Required		Method of Assessment Application (A) Interview (I), Testing (T), Reference (R)
		Essential	Desirable	
SKILLS AND KNOWLEDGE Technical knowledge and qualifications	Minimum of Maths and English GCSE (Grade 4 – 9 i.e C or above) or equivalent	X		A
	Experience of carrying out administrative duties or working in a customer focussed role in an office environment		X	A, I
	Possess excellent keyboard skills	X		A, I, T
	Experience of using MS Office applications including Word and Excel		X	A, I, T
	Experience of using social media platforms		X	A, I, T
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	Able to work flexibly including working outside normal hours at busy periods	X		A, I
Influencing and interpersonal skills	Good standard of communication skills including written and spoken	X		A, I
	Developed interpersonal and organisational skills	X		A, I
	Ability to deal confidently with high level of direct contact with the		X	A, I



	public, local businesses and service users			
PROBLEM-SOLVING Using initiative to overcome problems	Creativity and committed to providing high quality services	X		A, I
	Ability identify and assist in the implementation of solutions to issues and be a champion of change.	X		A, I
Managing risk	Able to identify, report and mitigate any risks encountered during the execution of the role	X		A, I
Managing change	Able to handle change with a resilient and positive attitude	X		A, I
ACCOUNTABILITY and RESPONSIBILITY Undertakes tasks without supervision	Able to work well with minimal supervision	X		A, I
Other	Commitment to Equality	X		I
	Commitment to Health & Safety	X		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

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