**JOB DESCRIPTION**

**Role:** Enterprise Advisor

**Location:** Digital Mansion Corsham, Pickwick Rd, Corsham SN13 9BL

**Contract:** Fixed term contract September 2020 – February 2023, Full time

**Salary:** £28,000 - £33,000 depending on skills & experience

**OVERVIEW OF ROLE:**

YTKO supports businesses through the whole cycle of growth, from pre-start and start-up to sustainability and growth, via a blend of branded services. We have secured funding to deliver start-up and growth support to individuals and businesses across the Swindon & Wiltshire area as part of a consortium of partner organisations, thanks to the European Regional Development Fund. Start-up support is delivered under our Outset brand.

Outset offers a friendly and supportive service to help individuals gain the knowledge, skills and confidence they need to start and sustain a business, through a series of interlinked workshop, 1:1 and mentoring sessions. We work with people from a range of different backgrounds, at all different stages and often with different needs. Our teams help people learn more about enterprise to decide whether starting a business is right for them. We then make sure our clients have the tools and skills they need to launch their business, including a complete online learning programme. Our fully funded start-up sessions break everything into manageable parts, giving the support that new entrepreneurs need at every stage of their business journey.

We have delivered highly successful Outset services nationwide, funded by various bodies, to support business creation / growth and bolster local economies.

The Enterprise Advisor role will work across the Outset programme, working with a small team to help individuals and business owners gain the knowledge, skills and confidence they need to start and grow a business. We work with people from a range of different backgrounds, at all different stages and often with different needs.

**Although the Outset base office is in Corsham, the project works across the other The Enterprise Network Hubs (Salisbury, Trowbridge and Ludgershall) and a successful applicant will be splitting their time across Wiltshire.**

N.B. Work-related costs, such as travel, will be reimbursed.

SPECIFIC DUTIES:

* Planning and delivering a variety of outreach, awareness-raising events, and other demand generation activities such as networking and partnerships, to motivate and engage with people from diverse backgrounds, to build a strong pipeline of clients starting the programme.
* Providing one to one coaching with start-ups and growing businesses to help them overcome any barriers to achieving sustainable and successful businesses.
* Planning and delivering our training workshops including practical business start-up sessions, reviewing business plans, and more specialist SME business workshops on marketing, business strategy and finance.
* Responsible for developing a network of local partners and stakeholders, with whom you will foster, develop and maintain excellent working relationships.
* Responsible for capturing and ensuring the accurate recording in our CRM files of all appropriate client data and evidence required by the Senior Enterprise Advisor and Project Manager and supporting in preparing accurate and informed claims and progress reports.
* Deliver excellent service at all times to clients, partners and funders, and reflect and promote the values of YTKO/Outset at all times.

*Please note the Enterprise Advisor may also be called upon to complete a range of other duties for YTKO, as reasonably required.*

**PERSON SPECIFICATION:**

**Essential:**

At least 3 years business experience in one of the key pillars for success with start-ups/ growing businesses, including marketing, sales or finance.

A demonstrable ability to network with, and build and maintain, relationships with a variety of stakeholder organisations.

Understanding of start-up businesses with the ability to speak confidently about the key areas of business planning, marketing and sales.

Experience of organising and delivering successful events

Knowledge and understanding of marketing communications across the mix, including social media, digital, E-commerce, value propositions, market research and business development/sales planning.

Be able to present effectively to small groups as well as in 1:1 settings.

Able to demonstrate the ability and desire to work supportively as part of a team.

Good organisational skills and a self-starter with an attitude of going the extra mile to support the team, our partners and our clients.

Flexibility, adaptability and a willingness to embrace change and development.

Excellent written and spoken English and highly IT literate, with Excel, Word, Powerpoint and Zoom.

Clean driving license.

**Desirable:**

Candidates with previous experience of running their own business, holding appropriate financial qualifications, or managing a significant P&L responsibility will be at an advantage.

Arelevant degree in marketing, business, finance or entrepreneurship

Hosted business-related events in the past

Have an existing network of business relationships

**PERSON SPECIFICATION:**

You'll have strong interpersonal skills, business/finance experience relevant to and appropriate for start-up businesses, well developed analytical skills, and a good understanding of typical start-up challenges and how they are overcome. We’re looking for someone who is a real self-starter, uses initiative, drive and entrepreneurialism and who is ready to roll up their sleeves and do what it takes to further our clients' and YTKO’s success in the area. You'll also enjoy being part of a cohesive, focused team delivering the highest quality results, benefiting a wide range of enterprises.

We're looking for an enthusiastic, highly motivated, entrepreneurial team player, with the ability to build and maintain relationships with a wide range of clients and organisations across both public and private sectors. Confident, articulate and outgoing, you’ll also need to be able to quickly win the trust and respect of our diverse clients, and have an eye for detail. You’ll be able to present effectively in group workshop settings as well as give confidential advice in a 1:1 environment.

The candidate must demonstrate a good understanding of, and absolute commitment to, diversity and equality, and share our passion for the culture, vision and aims of Outset. Ensuring the YTKO ethos of client-focused delivery, innovation and measurable value-add is demonstrated to clients is a key part of this job.

*If this sounds like you, please download and complete our application form and equal opportunities monitoring form, and send to* [*swjobs@ytko.com*](mailto:swjobs@ytko.com) *as soon as possible. The closing date for applications is 5pm Thursday 24th September 2020. We will be interviewing from the following week as this OutSet project is live and delivering.*

**YTKO is an equal opportunity employer, and welcomes applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability.**

**About the European Regional Development Fund:**

The SME Competitiveness Project, and this role within the project, is funded by the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020, and the UK Government. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit https://www.gov.uk/european- growth-funding.

**About YTKO:**

YTKO is a successful private sector business with more than 30 years’ combined private and public sector expertise in supporting new entrepreneurs, established businesses and corporates. We are on a mission to support the creation and enable the growth of more than 20,000 companies, who together will contribute more than £1 billion per annum and 10,000 new jobs to the British economy by 2020. Bev Hurley CBE, the Chief Executive of YTKO was awarded the Queen’s Award for Enterprise Promotion in 2011 and a C.B.E. in 2013. For more information, go to: [www.ytko.com](http://www.ytko.com/)

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