



## **Business Advisor**

**Contract: Full time, permanent (part-time working considered)**

**Salary band: £28,000 - £34,000 p.a. depending on skills and experience**

**Base - Plymouth or Exeter with travel across Devon**

YTKO provides innovative, award-winning business and finance support for start-ups and for growth-ambitious SMEs in both the public and private sector. We have a long and distinguished track record of delivering tangible bottom-line results for our clients and are proud of our heritage of absolute equality and diversity in our business base.

We are now looking for Business Advisor to deliver start-up support to individuals and businesses in Devon under our Outset brand within a consortium of partner organisations, partly funded by the European Regional Development Fund (ERDF). Outset provides a friendly and supportive service to help individuals gain the skills, knowledge and confidence they need to start and sustain a business. Our Business Advisors help people to explore the possibility of self-employment and decide whether starting a business is right for them as well as ensuring that we provide the right tools and information they might need.

Our Business Advisors must not only have strong business, sector and functional expertise to bring to clients, but proven abilities to engage groups and convey knowledge effectively through a range of training workshops and 1:1 sessions, delivered online and face to face where possible.

### **Main Responsibilities:**

- Planning and delivering a variety of outreach and awareness-raising activities (particularly information sessions), motivating and engaging with people from diverse backgrounds to build a strong pipeline of clients starting the programme.
- Providing 1:1 coaching with individuals and start-up companies to help them overcome any barriers to achieving sustainable and successful businesses.
- Planning and delivering group training activities including personal development and practical business start-up sessions and, in doing so, achieving targets for client engagement, business start-up and survival.
- The responsibility for delivering this activity in partnership with national and local partners and stakeholders, with whom you will foster, develop and maintain excellent working relationships.
- To enable clients to positively de-select themselves from the programme at the appropriate time if their business plans do not align with the programme goals of personality fit and sustainability, proactively facilitating onward referral to alternative support as appropriate.



- Capturing and ensuring the accurate recording in our CRM and in client files of all appropriate client data and evidence required by the Project Director and supporting the preparation of accurate and informed claims and progress reports.
- Promoting the project at events (some evening or weekend work may be required).
- Meeting delivery and outcome targets as set by the Project Director.
- Delivering excellent service at all times to clients, partners, stakeholders and funders.
- Reflect and promote the values of YTKO/Outset at all times.

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

## **Personal Specification:**

### **Essential:**

- Relevant business support understanding with the ability to speak confidently and articulately about the key areas of focus for successful start-ups including business planning, marketing and sales.
- Experience in delivering business advice
- Experience of organising and delivering successful events
- The ability 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 small close-knit 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.
- Experience of working on a 1:1 basis with clients to support with specific challenges.
- Able to demonstrate the ability to meet or exceed targets and manage client volumes.
- Must enjoy interacting with a wide variety of people, using excellent communication skills with a positive and motivating approach to engaging with our clients.

### **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.
- A relevant degree in marketing, business, finance or entrepreneurship, or equivalent experience in relevant industrial context.
- Experience in supporting growth businesses.
- Experience in hosting business-related events.
- Experience in working with under-represented groups.

## **What sort of person are we looking for?**

This role is for someone who is a real hands-on self-starter, prepared to do whatever it takes to deliver a successful project and a great impact for clients. You'll have strong interpersonal skills as well as business/finance experience in business start-ups, well developed analytical approach to tackling the challenges faced by start-up businesses.

You will have excellent presentation and communication skills, be an enthusiastic, highly motivated, entrepreneurial team player, confident and articulate, but also have an eye for detail to ensure robust evidencing of our support and impact. You will also be confident in developing and building strong relationships with a wide range of individuals and organisations across both public and private sectors.

You'll really enjoy being part of a cohesive, focused team and be driven by achieving high quality results, working at pace, hands-on in a fast-moving environment - being as entrepreneurial as our clients. Personal and cultural fit, and future potential, are every bit as important as your track record. You must demonstrate a good understanding and commitment to the culture, vision and aims of Outset.

Excellent written and oral English and strong IT skills are a must.

Interested? Complete our Application and Equal Opportunities form using the Apply Online button. There is no closing date, we will interview and make appointments as soon as we find excellent candidates.

YTKO has a strong value set to which all our team have contributed to and demonstrate on a daily basis. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability, firmly believing that a diverse and inclusive team, underpinned by a great, flexible culture, is fundamental to our success.

### **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>.

