

Job Title	Business Advisor
Employer	NBV, within the Nwes Group
Line Manager	Area Manager
Hours of Work	Full time 40 hour week – Flexible May include occasional evening work and weekend work
Purpose / Responsibilities	<ul style="list-style-type: none"> ➤ Establish and maintain effective relations with key individuals and organisations within a specified geographical area to promote Nwes and aid high quality referrals ➤ Establish that the client is eligible for the programmes Nwes are offering and able to assess a client's suitability for the chosen programme ➤ Provide general business advice to start-up and trading businesses that assists in delivering businesses growth and job creation. ➤ Undertake detailed initial client assessments. ➤ Assist clients to develop strategies, business plans, environmental policies and access finance. ➤ Assist clients to develop panel ready loan and grant applications ➤ Promote the benefits of environmental sustainability. ➤ Organise occasional client support events. ➤ Support clients to make accurate timely grant claims with correct evidence. ➤ Work in conjunction with the client to ensure the client is offered relevant masterclasses and signposted to other expertise to assist the company's growth ➤ Monitor impacts and collect outputs throughout and at the conclusion of the programme ensuring Nwes' relevant CRM's are updated ➤ Develop a Social Media profile and contribute to Nwes Social Media streams ➤ Ensure all advice conforms to nationally recognised standards. ➤ Ensure all processes adhere to the company quality procedures and all aspects of the service are delivered to plan and within budget. ➤ Achieve internal cross sales when client need identified. ➤ Maintain client confidentiality. ➤ Understand contractual outputs, evidence and budgetary control. ➤ Undertake other tasks as requested by Line Manager ➤ Be an ambassador of Nwes and a role model to all Nwes staff

Job Description and Personal Specification

Characteristics

	Essential	Desirable
Physical Characteristics	<ul style="list-style-type: none"> ➤ Able to visit sites ➤ Use of own vehicle ➤ Able to operate both in an office environment and in a peripatetic nature. ➤ Access to internet at home 	
Experience	<ul style="list-style-type: none"> ➤ Experience of self-employment or supporting a significant number of SME's. ➤ Experience of business advising, coaching, counselling or mentoring. ➤ Experience of producing business plans including marketing plans and financial projections. ➤ Experience of working in a sales focused environment ➤ Experience in the use of customer relationship management systems 	<ul style="list-style-type: none"> ➤ Management experience ➤ Experience of day to day control in a business environment ➤ Variety of working environments to include working alone, in a team, office based and peripatetic. ➤ Experience of working in organisations that utilise quality systems ➤ Experience of working in a grant making or lending environment.
Knowledge and Skills	<ul style="list-style-type: none"> ➤ Understanding of statutory requirements of business including registration, sector specific regulations, taxation and company law. ➤ Comprehensive understanding of the needs and issues facing small businesses ➤ The ability to review the financial performance of a business from management and audited accounts ➤ Ability to make viability assessments of business proposals ➤ Competent in using Microsoft Word, Excel, PowerPoint, Outlook, Internet Explorer ➤ Competent in using Social Media 	<ul style="list-style-type: none"> ➤ Knowledge of environmental sustainability ➤ Understanding of Sales techniques ➤ The ability to review strategic functionality of a business including Marketing, HR, Operations, finance and Customer Service. ➤ A good working knowledge of the geographical area that the role will cover ➤ Knowledge of business models commonly used in the review and development of businesses e.g. SWOT, Marketing P's, MORFA
Communication	<ul style="list-style-type: none"> ➤ Ability to develop friendly but professional working relationships. ➤ Ability to change communication style to suit beneficiaries ➤ Understanding of questioning techniques 	<ul style="list-style-type: none"> ➤ Listen, understand and empathise with challenges faced by small businesses ➤ Able to produce and deliver professional presentations ➤ Understanding and ability to interpret body

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	<ul style="list-style-type: none"> ➤ Ability to produce professional structured reports, notes and client communication ➤ Understanding and ability to adhere to professional Social media etiquette 	language
Aptitudes	<ul style="list-style-type: none"> ➤ Excellent Interpersonal Skills ➤ A natural ability to get on with people ➤ Be able to learn and assimilate new ideas quickly and effectively ➤ Tenacious, enquiring mind not taking things at face value 	<ul style="list-style-type: none"> ➤ Likeable and pleasant manner ➤ Be entrepreneurial in the approach to business ideas and issues
Disposition	<ul style="list-style-type: none"> ➤ Have a good sense of humour ➤ Be able to make things happen and have a positive attitude ➤ Open and friendly 	<ul style="list-style-type: none"> ➤ Be able to gain clients confidence in a short space of time
Motivation	<ul style="list-style-type: none"> ➤ Self motivator and effectively manage own time ➤ Promote all Nwes services and cross sell products 	<ul style="list-style-type: none"> ➤ A desire to help people prosper in business
Circumstances	<ul style="list-style-type: none"> ➤ Flexibility to work out of normal office hours 	