



JOB DESCRIPTION

Role	Business Adviser - Retail, Leisure and Hospitality
Reports to	Growth Hub Manager
Directorates	Economy & Growth
Department	Business Trade and Investment
Grade Current Salary Banding (04/24)	Grade 11 (£40,220-44,428)

Job Purpose

To support the delivery of Growth Hub specialist support and advice to businesses across Cambridgeshire and Peterborough, this also includes supporting the growth of the Retail, Leisure and High Street sector across Cambridgeshire and Peterborough. This may also include advice and support on many other aspects of business development and growth, for example carbon reduction and sustainability. Contributing to CPCA Growth Hub targets by delivering solutions across the business community through Diagnosis, Advice, Coaching and Mentoring. Delivering CPCA's ambition for inclusive sustainable growth and the levelling-up of the Cambridgeshire & Peterborough economy.

Core focus

- To support the strategic delivery of business support for Retail, Leisure and High Street sector growth potential across the Combined Authority supporting the implementation and delivery of the current and future refreshed Combined Authority Retail, Leisure and High Street Priority Sector Strategy Action Plan and a new Local Growth Plan for the Region, supporting the Sector Champion.
- To support partnerships, and the relevant local authority partners, key stakeholders and delivery organisations to support business leaders to contribute to the development, delivery and implementation of a Combined Authority Local Industrial Decarbonisation Action Plan, aiming towards Net-Zero strategy.
- To work with the Sector Champion & Growth Hub Team to support strategic relationships with key central Government Departments to further the Combined Authority area position as a leader in New Business and Start-Up Sector, plus Innovation advice, support and referrals to support the business the community to attract the relevant funding to enable delivery of interventions or programmes to support growth in businesses in the Retail, Leisure and High Street sector.
- To support businesses to identify innovation & opportunities within the New Business and Start-Up Sector through coaching and mentoring
- To assist as required the Growth Hub Manager in responding to, diagnosing and supporting business enquiries from companies or organisations requesting support and guidance in the Cambridgeshire and Peterborough area.
- To create & interpret statistical information, identify and articulate commercial business growth propositions to positively support businesses requesting assistance and link with various solutions and interventions to support those businesses, plus where appropriate refer to the Sector Champion where potential Combined Authority investment opportunities lie.
- To provide expert assistance in coaching, mentoring, identifying support for writing Business Cases, Expressions of Interest or bids as required to secure the relevant funding into interventions, projects or programmes in the sector.
- To support delivery of Cross-Directorate priorities as required working with project teams consisting of members from economy, transport and place directorates, plus external partners such as those involved in sector activities.



- To support the Growth Hub Manager in developing and managing Local Authority officer, Local Authority CEO, Combined Authority leader relationships and collaborative working in relation to the Retail, Leisure and High Street Sector, Retail, Leisure and High Street support to businesses maximising the potential for investment and good growth outcomes in the Combined Authority area.
- To support delivery of the cross Directorate and Decarbonisation, Retail, Leisure and High Street Sector and Clean Energy and Sustainability Growth Programmes across the wider CPCA including transport, climate, economic and place directorates.
- To lead on reporting progress against the CPCA targets in the Climate Action Plan, Decarbonisation measures, Retail, Leisure and High Street sector growth, Businesses supported to adopt or adapt for carbon reductions, and KPIs associated with the post, contributing to the Growth Hub and Directorate reports for various Boards and Committees.
- To support the development of a key network/partnership across the Combined Authority area, and wider regional partners, of Retail, Leisure and High Street organisations & businesses, supporting the development of business cases & joint working possibilities.
- To support delivery of the cross Directorate and Decarbonisation, New Business and Start-Up Sector and Clean Energy and Sustainability Growth Programmes across the wider CPCA including transport, climate, economic and place directorates.
- To work with the Sector Champions to provide a strategic policy view of the potential for growth of the New Business and Start-Up Sector and Innovation adoption/development within the Combined Authority area; working with the local businesses, trade organisations and other local partners.

Other Responsibilities

- To work with existing and new businesses both within the region and looking to locate within the region, triaging, diagnosing business support needs and business growth plans plus identifying coaching and mentoring support opportunities.
- To support Business Owners and Senior Managers with solutions to business challenges and problems.
- To support businesses that have identified Innovation development and/or innovation adoption as an area of growth for their business, providing advice and referrals to sources of support and funding.
- To support businesses that have identified Trade development and/or Export support as an area of growth for their business, providing advice and referrals to sources of support and funding.
- To support the Clean-Tech, Clean Energy and Sustainability Sector Champion on the development of a Carbon reduction and Net-Zero Strategy & associated Action Plan ensuring it is fit for purpose, current and will meet the future requirements of the Combined Authority and local authority partners.
- To support the Sector Champion on the development of a briefing paper on the sector that can be used by all partners to understand the sector within both the Combined Authority Region and nationally, in order that they are able to support the promotion of the sector.
- To maintain an up-to-date knowledge of key central Government Depts, identifying opportunities for the Combined Authority to influence and bid for national strategy & funding opportunities that will increase opportunities for growth within the local business community.

Partnerships

Working across a range of public and private partnerships to undertake these responsibilities, including specifically:

- Business Board Advisory Panel
- Economic Development Panel
- Combined Authority Board
- Business Advisory Panel (BAP)
- Combined Authority other Committees, Boards and Panels



- Government Departments that have strategic focus or funding to support all business sectors through Access to Finance, Access to Finance and funding advice,
- Sector specialist organisations
- The Chamber of Commerce – Cambridge & District
- The Greater Southeast Net-Zero Hub
- Private sector business support providers

Core Officer Responsibilities

- Lead engagement with Business to provide diagnosis, advice, coaching & mentoring – gathering data and insight to support the strategic direction of the CPCA.
- Manage a portfolio of Key Account Businesses, delivering service towards the Growth Hub annual team target for higher intensity interactions with business clients.
- Contribute towards the Growth Hub team targets for annual numbers of businesses supported, mentored, coached plus number of referrals made to external partners.
- Record all interactions with businesses to track and contribute towards CPCA Growth Hub targets.
- To work with Sector Champion as a conduit with businesses to gather issues and opportunities.
- Contribution to Directorate operational function & strategy development.
- Development of partnerships and networks on behalf of the Combined Authority.
- Financial and budget reporting of project and programme portfolio as appropriate.

Person Specification

QUALIFICATIONS & KNOWLEDGE

- A track record in coordinating external partners, stakeholders & businesses to create an active Retail, Leisure and High Street Sector and Industry community.
- Strong understanding of Public and private funded business support, Enterprise, and Entrepreneurship programmes.
- Good strategic understanding and knowledge of strategy development & its potential impact on business support delivery.
- Experience of working directly with businesses to coach and mentor Owners and Managers in development of business plans and agree action planning for growth.
- Excellent relationship manager.
- Outstanding Customer Service skills.
- Deep experience of Business Engagement and Key Account Management.
- Excellent communication and networking skills with confidence in own ability.
- Excellent presentation skills.
- Knowledge of strategic business support including processes, procedures and tools.
- Knowledge of effective reporting at a strategic level.
- Understanding of performance management frameworks and tools in the delivery of business objectives.
- Good knowledge of government systems & processes.
- Degree level or equivalent standard of general education.

EXPERIENCE

- 5 years' Experience or knowledge in the Business support arena for Retail, Leisure and High Street Sector (Essential).
- Sustainability and/or Net Zero industry experience (Desirable).
- Excellent understanding of how Businesses currently operate, Business Management and Business finance.
- Experience or knowledge of supporting partnerships & individual business relationships.
- A creative and innovative approach to handling strategic partnerships.



- An excellent communicator able to engage with a range of partners and stakeholders including local authorities, businesses and trade organisations.
- Excellent organisational skills.
- Experience in managing complex relationships with business leaders, Owners, Managers and stakeholders.
- Experience in partnership and joint working with business leaders, Owners, Managers partners and stakeholders.
- Experience of delivering negotiated contracts.

Behaviours

- Excellent communicator.
- Accurate and clear approach to reporting.
- Highly positive approach to work.
- Analytical – able to understand and analyse business plans, accounts and finance.
- Highly adaptable - to changing circumstances and demands.
- Collaborative – works productively with peers, team and others.
- Motivated – driven by personal and organisational achievement.
- Strong organisational skills.
- A keen interest in Business Support and Development programmes and especially where this links to Retail, Leisure and High Street and Sustainability in particular.