

*This post is part funded by the European Regional Development Fund.*

## **Coventry & Warwickshire Chamber of Commerce**

### **Coventry & Warwickshire Enterprise & Business Growth Package**

#### **Job Description**

#### **Job Title: Business Coach**

#### **Salary: £30,290 - £32,996 (Grade C)**

##### Main Duties and Responsibilities

Proactively develop relationships with businesses eligible for support

Carry out a range of engagement activities to build a case load of eligible and suitable SMEs, ensuring an adequate pipeline in order to meet monthly performance targets.

Undertake business diagnoses and needs assessments to identify opportunities for growth and development

Build relationships with partner organisations and key stakeholders to raise the profile of the Chamber's Business Support Programmes

Work with business owners on a 1:1 basis to produce, and implement, an action plan to address the growth and development issues identified through the diagnostic and needs assessments

To develop and maintain relationships with Business owners, to include meetings and ongoing support to ensure expectations are fulfilled

Assist businesses to secure other resources needed for the implementation of action plans.

To ensure Businesses expectations are fulfilled, and where appropriate make referrals to other publicly funded support and/or the private sector

To develop and write course materials; presentation slides and handouts on issues faced by SMEs looking to grow their business.

Deliver one to many workshops/Masterclasses covering issues faced by SMEs looking to grow their business.

Where appropriate, assist businesses to secure Access to Finance Grants

To work to a set of targets, based on numbers of businesses assisted, jobs created as a result of the assistance provided, as well as referrals, and monthly activity targets

##### General Duties and Responsibilities

*This post is part funded by the European Regional Development Fund.*

Maintain accurate and timely records via the Chamber's CRM system

Undertake training, continuous professional development and accreditation processes as required for the post

Keep informed of national and local policies and initiatives in respect of business growth and development

Undertake all work with due regards to the Chamber's Quality Standards and Health & Safety and Equal Opportunity Policies

Other duties as required to fulfil overall Chamber operational objectives.

### Person Specification

A minimum of two years experience providing intensive business advice to Small and/or Medium size Enterprises (SMEs)

An in depth understanding of strategic and operational issues affecting SMEs

Ability to assess business growth potential and familiarity with associated diagnostic techniques

Proven track record in raising finance for business

Ability to produce and interpret business accounts including management accounts, profit and loss accounts, cash flows and balance sheets

A good general understanding of strategic planning, basic business law, marketing, raising investment and investment readiness and diversification planning

Ability to analyse information, formulate conclusions and make recommendations

Commercially astute - with a proven ability to quickly understand a new business or industry and the challenges and opportunities it presents

Ability to support a range of SMEs, from Starts Up, to more established businesses.

Ability to deliver formal and informal presentations and adapt style according to the audience

Good working knowledge of Microsoft Office particularly Excel and Word

Ability to communicate verbally and in writing with a wide range of people

Ability to build and maintain good client relationships

Proactive approach to work

A commitment to equal opportunities

Able to work flexible hours, e.g attend breakfast and evening events

Achievement, or willingness to work towards, Membership of Institute of Enterprise

*This post is part funded by the European Regional Development Fund.*

and Entrepreneurship (successor of SFEDI Programme)

Driving license and use of a car for business purposes