

Job Description and Person Specification

Role: Business Development Advisor - Energy



Job Description

Job Title	Business Development Advisor - Energy
Grade	8
Service	Economic Development Service
Reports to	Senior Business Relationship Manager
Location	One Friargate
Job Evaluation Code	D2684D



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

The Economic Development Service (EDS) has an instrumental role in the delivery of the One Coventry Plan and in particular the vision to tackle climate change and promote the growth of a sustainable green economy.

To achieve our ambition of delivering sustainable growth, the teams within EDS carry out a number of key activities including:

- Delivering a business support and sustainability advice service
- Environmental consultancy support for businesses
- Identifying, managing and delivering investment opportunities and projects
- Monitoring and shaping policy and
- Promoting Coventry's inward investment offer and selling the city around the world as a place to do business.

The benefits of these services aim to meet the needs of local businesses and industry across all sectors and generates opportunities for jobs and growth. The team has a strong track record of success including:

- Delivering hundreds of millions of pounds in external funding from European and UK Government sources
- Securing funding for and providing project delivery of the UK Battery Industrialisation Centre (UKBIC), and supporting Coventry's plans for a Gigafactory
- Attracting major investors to the City through the promotion of opportunities to a national and global audience; and
- Awarding grants to local SMEs to help them to grow and create jobs.

The Business Development Advisor will promote and deliver the objectives and outputs of the Decarbonisation Net Zero agenda and work directly with small and medium sized enterprises (SMEs) to improve their energy and resource efficiency.

The Business Development Advisor will need to carry out energy and resource efficiency audits within SMEs to produce action plans, identifying potential energy saving measures which will be presented to the business. Following the audit an offering of financial support through capital grants will be administered to assist the SMEs to deliver the recommendations.

Main Duties & Key Accountabilities

Core Knowledge

1. Carry out energy audits at the premises of SMEs within Coventry and Warwickshire to identify appropriate potential energy efficiency measures which could be installed as well as how energy use can be reduced through behavioural means.
2. To work with local and sub-regional partners and businesses, including SME's to build an expert knowledge of the business development and investment issues associated with priority sectors.
3. To develop investment and business support strategies to make the Coventry and Warwickshire sub region a more competitive location for investment.
4. To influence and contribute to the work of the West Midlands Combined Authority.
5. To provide advice and support to businesses to improve energy and resource efficiency, identifying costed and technically feasible solutions to enable savings to be realized and waste minimised.
6. To develop partnership strategies and implement innovative programmes and flagship projects that increase the competitiveness of the Coventry and Warwickshire area and therefore underpin it as a preferred location for investment.
7. To support the team and partners in bidding for external resources from Government or other sources and ensuring that funding conditions are adhered to and required project documentation is produced
8. To deliver high profile projects and programmes.
9. To develop strategies for businesses to work collaboratively to enter and grow new markets including support to business forums and engaging with local universities for the development of new technologies in the environment and energy sectors.
10. To manage programmes, taking responsibility for finance and outcomes.
11. To work with individual investors to secure investment to the City.
12. To lead the Council's promotional and marketing work to increase the reputation and profile of the businesses and the role Coventry plays in working towards a 'Sustainable Zero Carbon City'.
13. To represent the City Council on matters concerning environmental and energy management for businesses and to network with local, regional and national and international stakeholders.
14. Any other duties and responsibilities within the range of the salary grade

Key relationships

External	Internal
Small, Medium Enterprises (SMEs) Residents Department for Business, Energy & Industrial Strategy Coventry & Warwickshire Growth Hub Coventry & Warwickshire Chamber of Commerce Federation of Small Businesses Warwickshire County Council Warwickshire Districts and Boroughs	Senior Business Relationship Manager Business Development Advisors Marketing and Events Coordinator Programme Managers

Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Not applicable

Person specification

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Knowledge	
<ul style="list-style-type: none"> • An excellent knowledge of the environmental and low carbon issues influencing businesses when they make development and investment decisions 	
<ul style="list-style-type: none"> • Knowledge of environmental issues locally, regionally and globally and their relationship with business, social enterprise and the wider community. 	
<ul style="list-style-type: none"> • Knowledge of the strategies of national, regional and local partners which are engaged in energy and environmental management business development and growth. 	
<ul style="list-style-type: none"> • Knowledge of marketing and promotional strategies and the role of agencies involved in environmental and energy management and assessment 	
Skills and Abilities	
<ul style="list-style-type: none"> • Ability to work in partnership with public and private sector organisations at a senior level to develop shared objectives. 	
<ul style="list-style-type: none"> • Ability to build commitment to and deliver innovative programmes that may require the support of a range of partners if they are to be successful 	
<ul style="list-style-type: none"> • Excellent creativity and problem-solving skills 	
<ul style="list-style-type: none"> • Excellent presentational and written communication skills and good IT skills 	
<ul style="list-style-type: none"> • Ability to manage programmes, finances and outcomes 	
<ul style="list-style-type: none"> • Ability to think and operate systematically, manage personal time and priorities and work flexibly 	
<ul style="list-style-type: none"> • Ability to create and deliver marketing plans 	
Experience	
<ul style="list-style-type: none"> • Good experience of managing senior level relationships in a range of environments. 	
<ul style="list-style-type: none"> • Detailed experience of working effectively with both public and private sector agencies to realise business development and investment. 	
<ul style="list-style-type: none"> • In depth experience of business development needs, business collaboration opportunities and development programmes. 	
<ul style="list-style-type: none"> • Experience of working in a multi-cultural environment and in disadvantaged communities 	
Qualifications	
<ul style="list-style-type: none"> • Educated to degree level or an equivalent mix of qualifications and experience, plus significant experience of business support activity or 	

senior business management experience
Special Requirements
<ul style="list-style-type: none">• Able to work occasional early mornings, evenings and weekends
<ul style="list-style-type: none">• Ability to travel nationally and occasionally internationally

Date Created	February 2024	Date Reviewed	February 2024
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