



## Job Description and Person Specification

### Business Development Advisor

Job Details	
Grade	GRD8
Service	Economic Development Service
Location	City Wide
Job Evaluation Code	D28684D

#### About Coventry City Council

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:

**Open and fair:** We are open, fair and transparent.

**Nurture and develop:** We encourage a culture where everyone is supported to do and be the best they can be.

**Engage and empower:** We engage with our residents and empower our employees to enable them to do the right thing.

**Create and innovate:** We embrace new ways of working to continuously improve the services we offer.

**Own and be accountable:** We work together to make the right decisions and deliver the best services for our residents.

**Value and respect:** We put diversity and inclusion at the heart of all we do.

#### Job Purpose

Assist businesses in enhancing environmental performance and efficiency, reducing operational costs, and increasing competitiveness. Work with businesses and regional partners to create growth strategies, support programmes, and flagship projects that promote Coventry's appeal for investment. Utilise expertise in investment and environmental matters to improve the city's reputation for excellence in environmental management and investment. Address business enquiries regarding compliance, resource efficiency, environmental innovation, and waste reduction. Enable access to grants and loans to foster business investment. Obtain external funding for business-related initiatives.

#### Main Duties & Key Accountabilities

Conducting energy audits at SME premises in Coventry and Warwickshire, identifying potential energy

efficiency measures and behavioural strategies to reduce energy consumption.
Collaborating with local and sub-regional partners and businesses, including SMEs, to develop expert knowledge of business development and investment matters in priority sectors.
Developing investment and business support strategies to make the Coventry and Warwickshire sub region a more competitive location for investment.
Influencing and contributing to the work of the West Midlands Combined Authority.
Offering guidance and assistance to businesses to enhance energy and resource efficiency, proposing costed and practical solutions to achieve savings and reduce waste.
Developing partnership strategies, implementing innovative programmes and flagship projects, increasing competitiveness in Coventry and Warwickshire and establishing it as a preferred investment location.
Assisting teams and partners in obtaining external funding from government or alternative sources, adhering to conditions and preparing necessary project documentation.
Delivering high profile projects and programmes.
Formulating strategies for businesses to enter and expand into new markets, supporting forums, and collaborating with universities on environmental and energy technologies.
Managing programmes, taking responsibility for finance and outcomes.
Working with individual investors to secure investment to the City.
Representing the City Council in environmental and energy management matters for businesses, networking with local, regional, national, and international stakeholders. Driving the Council's promotional and marketing efforts to enhance business reputation and Coventry's role in achieving a 'Sustainable Zero Carbon City'.

Key Relationships	
External:	<p>West Midlands Combined Authority</p> <p>Coventry &amp; Warwickshire Chamber of Commerce</p> <p>Coventry &amp; Warwickshire Growth Hub</p> <p>Coventry University</p> <p>Aston University</p> <p>University of Warwick</p> <p>Business Growth West Midlands</p> <p>Warwickshire Country Council</p> <p>Business partners</p>

Internal:	Business Support Advisors, Programme Managers, Head of Service, Senior Business Relationship Manager
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### 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.
- attending any training and undertaking any development activities that are identified as mandatory/beneficial to their role.
- any other duties and responsibilities within the range of the salary grade.

### Responsible for

N/a

## Person Specification

### Requirements

Knowledge	An excellent knowledge of environmental and low carbon issues influencing businesses when they make development and investment decisions
	Knowledge of environmental strategies of national, regional/local partners and agencies engaged in energy and environmental management business development and growth.
Skills And Ability	Proven capability to collaborate effectively with public and private sectors, creating shared goals and implementing innovative programmes through cross-sector cooperation to achieve success.
	Ability to manage programmes, finances and outcomes
	Ability to create and deliver marketing plans, excellent creativity and problem-solving skills. Excellent presentational and written communication skills and good IT skills
Experience	Detailed experience of working effectively with both public and private sector agencies to realise business development and investment. Good experience of managing senior level relationships

	in a range of environments.
	In depth experience of business development needs, business collaboration opportunities and development programmes.
	Experience of working in a multi-cultural environment and in disadvantaged communities
Qualification	Educated to degree level or an equivalent mix of qualifications and experience, significant experience of business support activity or senior business management experience
Special Requirements	Able to work occasional early mornings, evenings and weekends, with some national travel