



BUSINESS SUPPORT ADVISER – TIER 2

Job Description

Team: Virtual Services

Salary: Circa £25,000 p.a.

Purpose of job:

- The Helpline is a key element of the Government's business support provision, it is a multi-channel service that can be accessed by telephone, web-chat, email and social media.
- In the role, you will be required to work as part of the Business Support Helpline working with a number of businesses that have been referred to you, providing bespoke business advice across multiple channels, signposting to relevant organisations and providing up to date and relevant information that can specifically move the customer or their business forward

Scope of job – main responsibilities:

- Underpinning all of the responsibilities is the role of providing support and assistance across the Business Support Helpline, with an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business
- Offer exceptional customer service, demonstrating a genuine passion for Business Support and the desire to help businesses to Start, Succeed and Grow
- The role will utilise many channels, including telephone, e-mail, web chat, social media, Blogs and Webinars
- The role is office based, located within the North East of England but with the requirement for occasional travel

Critical operational processes

- Use appropriate questioning styles to help diagnose and understand to quickly assess the needs of the customer and business
- Have an excellent understanding of current Government support, regional and local support and all relevant referral partners such as Growth Hubs, LEPs etc. to ensure business support delivery is current, relevant and excellent

- Use information about the customer's/business needs gained from referral point, own business knowledge and experience to research and prepare for customer interactions, anticipating where possible any detailed information required
- Provide information and advice in line with customer requirements. Every effort should be made to ensure the intervention leads to a positive tangible impact on their business or business idea
- Provide Fulfilment and follow up as required to each customer interaction including appropriate referral management
- Utilisation of authorised resources including the GOV.uk Website and any other current Government supported sites or tools and the Knowledge Bank to ensure customers are provided with accurate and consistent information
- Provide feedback to the knowledge managers where there are gaps or inaccuracies within the Knowledge Bank or Government websites/resources, along with support for ongoing upkeep and maintenance
- Support the digital campaign managers with development of robust and engaging content for the provision of digital advice and information
- Deliver on social media strategy implementation including #business support hour, Twitter and Facebook engagement etc.
- Develop customer case studies and identify service ambassadors
- To follow customer engagement guidelines to ensure the highest level of service is given
- Consider the accessibility of the service when engaging with customers and use the tools available such as language line, minicom etc.
- Deliver the service in a tone that is helpful, friendly, efficient and customer focussed

Diary and self-management

- To manage appointments made within the allocated timescales
- Promote a culture of continuous improvement to improve the Business Support Helpline, reduce costs, maximise efficiency and KPI performance
- To achieve key business objectives, Contract KPI's and Service Levels
- Use of technology to manage own KPI's and data quality through monitoring of personal performance dashboards
- Updating of content to the knowledge bank and other tools is passed through appropriate sign off channels
- Undertake regular refresher training and continual professional development to deliver a contemporary and outstanding service
- To facilitate the day to day customer requirements e.g. accessing information from the website and knowledge base
- Transfer of knowledge to the customer to ensure full understanding

- Manage high volumes of activity to maximise utilisation rates, using any non-booked customer appointment time to support the broader delivery of the service
- Referring customers externally as appropriate
- To accurately maintain the CRM database with key field information and a true reflection of the customer interaction

General administration

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Position within organisation

- The role reports to the Business Support Team Leader. There are no roles reporting into the role of Business Support Adviser

Dimensions and limits of authority

- The role has no budget responsibility
- The role requires decisions to be made as to the most appropriate service to be offered to customers, following a diagnosis of customer needs and requirements
- Decisions which may have a wider or political impact on the organisation would be referred to the Business Support Helpline Team Leader

We are brilliant standards

- Embrace and demonstrate with integrity, the standards and behaviours which underpin the business's values
- Maintain the highest standard of professional conduct at all times both in business and socially with colleagues, clients, business networks and partnerships
- Commit to the principle and practice of Continuous Professional Development and to undertake additional training to meet individual and organisational needs
- Follow Health and Safety procedures put in place by the business to ensure the safety of you, your colleagues and others who may be affected
- Uphold the business's commitment to equality of opportunity to all and following UMi's Equality, Diversity and Inclusion Policy

- Support the business in achieving its sustainability and environmental aims and objectives
- Contribute proactively to sharing ideas, knowledge and best practice to bring about business improvement
- Undertake any other additional tasks and responsibilities appropriate to the level of this post

Summary of knowledge, skills and experience - essential

- Demonstrable business acumen
- Demonstrate a good understanding of the functions within a business and the key areas of focus e.g. Sales and Marketing, Finance, Operations, Leadership and Management etc.
- Basic educational standard (GCSE) to high standard including Maths and English
- Evidence of good communication skills (written and verbal) and the ability to adapt these to different customers
- Evidence of effective listening skills in the interpretation of customer requests
- Experience of problem solving
- SFEDI Level 7 qualification in a multichannel environment (or working toward - to be achieved within 12 months of employment in role)
- ICT Literacy with competence in Microsoft Office packages of knowledge, skills and experience.

Summary of knowledge, skills and experience - desirable

- Relevant experience of delivering business support and/or experience at a senior/decision making level of a business and/or experience in running your own business
- Experience of working with a depth of different business situations, functions, and key personnel
- Previous experience working in a customer facing / service organisation
- Demonstrable understanding of the use of questioning techniques to understand initial requirements
- Experience of delivering advice to customers via digital channels such as social media or web-chat
- Ability and confidence to use online tools live with customers
- Experience of using a Customer Relationship Manager database

Job holder signature:

Line manager signature:

COMPETENCY AND BEHAVIOURS	ONE OF THE TEAM	SETTING AN EXAMPLE	STANDING OUT FROM THE CROWD
DECISIVENESS	Presents clear information and analysis to aid decision making.	Always present a recommendation which is well considered and underpinned by sound research.	Thoroughly considers factual and personal information and makes recommendations based on financial and reputational factors. Where risks are identified a well thought through mitigation strategy is presented.
BUILDING & ENHANCING RELATIONSHIPS	Recognised as being approachable, takes action to put others at ease. Presents themselves in a professional manner.	Actively invests the time to get to know individuals and organisations and is a source of advice for others.	Is highly approachable and a trusted colleague recognised as a source of advice for others. Takes the time to think through how to approach a new relationship or how they can add value to an existing relationship. Acts as an ambassador of UMi internally and externally.
ORGANISATIONAL AWARENESS	Can describe who we are, what we do and what makes us special.	Actively gets involved in business wide projects and proactively promotes business services	Is well recognised across the business, instigates cross selling opportunities and has a demonstrable understanding of key projects and performance at all times.
DEVELOPING SELF AND OTHERS	Actively participates in training opportunities and in 1:1's to identify areas for self-development.	Proactively offers support to others based on their experience and specialism, and looks for opportunities internally to develop skills and experience or learn from others	Without instruction undertakes both formal and informal development activities such as online webinars, personal research, external training and update sessions. Proactively engages in external opportunities for self-development e.g., involvement in charities, sports clubs etc.
COMMUNICATION & INFLUENCING	Consistently structures both written and verbal communication well, using the most effective method whether face to face, always checking to ensure the recipient has a clear understanding.	Tailors communication effectively to meet the needs of the recipient. Takes the time to understand how best to approach a situation and also actively considers how the other person will perceive things.	Actively develops new strategies for communicating that encourage engagement and presents information effectively.
PLANNING & DRIVE FOR ACHIEVEMENT	Displays a positive outlook at all times, independently plans workload and proactively communicates and negotiates changes to agreed deadlines. Consistently punctual and well organised and always clear about what outcome is required.	Suggests solutions to be able to accelerate activity or re prioritise to enable increased activity to be handled, constructively challenges targets and encourages others to succeed.	Set themselves personally challenging targets, operates independently and proactively makes recommendations for improvement in either team or group methods and approaches.