

Job Description and Person Specification

Post Title: Business Support Advisor

Reports to: Community, Business, Work & Skills Service Manager

Scale: 5

Politically Restricted: No

Overall Purpose

1. To work closely with local businesses and strategic partners to build confidence, strength, resilience and long-term economic growth across Blaby District
2. Support and deliver the Economic Development Framework for Blaby District.

Key Roles, Tasks and Responsibilities

1. To proactively research, source and promote external funding opportunities, including grants and loan schemes, that support the growth and sustainability of local businesses. To include staying up to date with funding and grants opportunities both locally, regionally and nationally.
2. Provide targeted hands-on business support to local businesses, working directly with business to diagnose needs and actively support applications for funding. Accessing mentoring and development support, diagnosing business needs and signposting or supporting access to funding, grants, mentoring and development programmes.
3. Plan and deliver the Business Breakfast programme, working with internal and external partners to identify and deliver relevant, high-quality topics that meet the needs of local businesses.
4. Coordinate training events for local businesses, ensuring topics are relevant, timely and aligned to identified business needs. Effective signposting to specialist support.
5. Attend and represent Blaby District Council at relevant forums and partnership meetings, reporting back key actions, intelligence and recommendations to your manager.
6. Plan and deliver work programmes that align with and support the objectives of the Council's Economic Development Framework and Action Plan.
7. Work collaboratively with internal colleagues and external partners, including the Blaby District Business Board, Leicester & Leicestershire Enterprise Partnership, Chamber of Commerce and Leicestershire County Council, to support coordinated delivery of economic development activity.
8. Ensure compliance with GDPR and data protection legislation in the handling, storage and sharing of business and stakeholder information.

9. Work flexibly across a range of locations and with partner organisations as required.

Post Characteristics

Allowances: (solo protect/mobile phone provided/car user – casual)

On call/emergency situations:

Security/safeguarding checks: None

Health and Safety Responsibilities

1. To be familiar and comply with the Council's health and safety policies and procedures and local department specific health and safety policies and procedures as amended or added to from time to time.
2. To report any unsafe practice, accident, incident, dangerous occurrence or hazard found during the course of your work to your line manager or the Corporate Health and Safety Adviser for action.
3. To take reasonable care for health and safety of yourself and others.
4. To co-operate with all staff and members of the authority so far as is necessary to enable all health and safety requirements are complied with.
5. To not intentionally or recklessly interfere with or misuse anything that has been provided in the interests of health and safety.
6. To maintain any Personal Protective Equipment that you are issued and required to wear, and to report any defects to your line manager.

Emergency Planning/Response Responsibilities

1. To carry out the duties specified in relation to the post in the Emergency Plan, Business Continuity and other associated documents.

Person Specification

Knowledge

Essential: A strong understanding of SMEs and the commercial, financial and operational challenges they face. (3,4)

Good working knowledge of current legislation and regulatory requirements affecting businesses, alongside practical knowledge of the SME sector and the challenges businesses face, including compliance with employment rights and wider business legislation. (3,4)

Experience

Essential:

Demonstrable experience of delivering business support, including one- to-one engagement with businesses to identify needs and provide tailored advice. (3,4)

Proven experience of supporting businesses to secure loan and grant funding, including hands on support with applications and supporting information. (3,4)

Experience of producing clear and robust business support plans, informed by business diagnostics and focused on development, sustainability or growth. (3,4)

Desirable:

Experience of planning, organising and delivering business training events, working with partners and speakers to provide relevant support for businesses. (3,4)

Skills/Abilities

Essential:

Highly organised, with the ability to prioritise workloads effectively, manage competing demands and work using initiative with minimal supervision. (3,4)

Ability to work effectively as part of a team, contributing positively to shared objectives and outcomes. (3,4)

Strong interpersonal skills, with the ability to engage and work constructively with a wide range of stakeholders, including internal colleagues and external partners. (3,4)

Excellent verbal and written communication skills, with the ability to negotiate, influence and present information clearly and professionally. (3,4)

Good IT and digital skills, including confident use of social media platforms to support engagement, communication and promotion. (3,4)

Desirable:

Good project management skills, with experience of coordinating tasks, meeting deadlines and supporting delivery of projects. (3,4)

Ability to research and analyse information and produce clear, accurate and high-quality written reports and briefings. (3,4)

Qualifications/Training

Essential: Level 5 Business Support Qualification (5)

Maths and English GCSE

Other

Essential: A full, clean driving licence and access to a vehicle insured for business use are essential for this role. (5)

Method of assessment*

1. Test prior to shortlist
2. Test after shortlist
3. Application form
4. Probing at interview
5. Documentary evidence

Job Description and Person Specification details:

Reviewed by: Jill Stevenson

Latest Version Date: 8th April 2026

Job Evaluation Ref: A2062