Position Description: Business Support Officer

Title: Business Support Officer
Reports to: Business Support Manager
Sector: Start up businesses, small, large businesses in North Canterbury and exporters
Location: 143 William Street, Kaiapoi

Internal Relationships
CEO, Business Centre Coordinator, Business Support Manager, Visit Waimakariri team, i-SITE team, communications advisor and financial controller

External Relationships:
SME’s, large businesses and exporters in North Canterbury, Sponsors of ENC, NZTE, MBIE, ENC Trustees, WDC and HDC Council staff and Councillors, Canterbury Employers Chamber of Commerce (CECC), ChristchurchNZ, Business Mentors NZ (BMNZ), EDNZ, Business Support organisations and business service providers

Purpose of ENC
ENC is North Canterbury’s economic development agency. ENC’s vision is:
- To attract and inspire businesses, Ngai Tahu and Government to invest in our region and
- Promote the Waimakariri district by:
  - Visitor Promotion
  - Business Attraction
  - Event promotion and funding
  - Operating the Kaiapoi i-SITE

ENC does this by:
- Providing leadership and strategic direction in economic development
- Having a deep knowledge and understanding of the North Canterbury economy and economic development
- Having a track record of initiating and implementing new projects

To do this we have to be non-aligned and neutral, have access to relevant talent and resources, and have unique connections throughout the economy, between the public and private sector, locally and nationally.

ENC is jointly owned by the two North Canterbury District Councils – Waimakariri and Hurunui

Values of Enterprise North Canterbury

- Operate with the utmost integrity
- Be innovative, proactive and professional
- Work collaboratively in all activities it facilitates with all people
- Respect the democratic processes of the sponsoring Councils
- Work hard, feel valued and have a good time
- Our Staff
- Our Voluntary Board
Purpose of Business Support

The purpose of this position is to lead and develop the Business Growth Programme at ENC by assisting new and existing businesses to grow through engagement and facilitation. This will be achieved by:

1. TO ATTRACT AND INSPIRE BUSINESSES, NGAI TAHU AND GOVERNMENT TO INVEST IN OUR REGION:
   - Delivering NZTE’s Regional Business Programme in North Canterbury
   - Designing and delivering ENC’s Business Training Programme
   - Providing access to other support programmes
   - Developing an engagement programme with North Canterbury businesses
   - Leading the North Canterbury Business Awards
   - Establishing Industry Groupings where appropriate
   - Conducting six monthly business confidence surveys
   - Assisting with Hurunui town development

2. BEING PROACTIVE IN SEARCHING FOR AND SUPPORTING NEW INITIATIVES through:
   - Developing an engagement programme with large businesses in North Canterbury
   - Designing and delivering Networking functions tri-annually

Key Accountabilities for this Position

You are accountable for delivering on the following key accountabilities for this role, which will be discussed and agreed with you upon commencement. These include:

1. RETAIN AND SUPPORT BUSINESSES
   ENC will support existing businesses by the provision of training, coaching, and mentoring services and networking opportunities.

   a. Delivering the Regional Business Partner Programme – specifically SME’s
      There is considerable scope for the enhancement of business capability through training, coaching and mentoring. A particular focus is on the needs of individual businesses experiencing growth. NZTE have made funds available for businesses to access funding for up to 50% of their training and coaching needs. ENC is the sub-contractor to issue NZTE capability vouchers in North Canterbury and this role has the responsibility to ensure they are distributed equitably and appropriately. You will do this by:
      - Undertaking a minimum of 65 capability assessments on the business to establish individual business needs and current capability in order to determine barriers to and opportunities for growth, writing up an individual action plan and developing a follow up cycle for each business
      - Developing a pool of referrals and toolkit of services relevant to their needs
      - Customising business development solutions to the needs of the businesses
      - Allocating and monitoring $80,000 of New Zealand Trade and Enterprise capability vouchers
      - Attending industry functions and events to build networks and promote a collaborative business environment
      - Disseminating relevant information and opportunities.

   b. Designing and Delivering the ENC Business Training Programme
      ENC currently runs a very successful training programme for North Canterbury businesses. This role will build on this foundation and GROW the existing training programme. You will do this by:
      - Researching the training needs through discussions with businesses
      - Developing the annual programme of training that suits their needs
      - Working with the Business Centre Coordinator to ensure the web-based training calendar is up to date and marketing flyers are produced for each workshop/course
      - Liaising with ENC workshop contractors/presenters/coaches
Overseeing Business Centre Coordinator to email businesses, prepare training material, take registrations, invoicing clients, set up workshops, sign in sheets and evaluations.

c. Providing access to other Support Programmes
- Running topical seminars that are current and relevant to changes in business legislation and government grants
- Running Talk with the Expert programme
- Providing referrals to Business Mentors New Zealand
- Identifying businesses that would benefit from Research and Development Grants through Callaghan Innovation
- Referring local businesses to the appropriate support agencies eg BMNZ

d. Communication with Businesses
The ENC website and newsletter are the primary vehicles for communication services to businesses and promote job vacancies in the region. You will do this by:
- Developing an engagement programme with NC businesses so that ENC is reaching out and being proactive so that more businesses interact with our services
- Refreshing and keep up to date news and tips for your part of the website
- Providing content for the monthly newsletter
- Sharing success stories through the monthly newsletter and media
- Congratulating businesses when successful when winning awards
- Cold calling on those businesses that are new to the region or new to ENC to inform them of our services (networking, training, coaching, advice, newsletters)

e. Organising the North Canterbury Business Awards
The celebration of business achievements within the region is an important stimulus. You will do this by:
- Work with the Business Support Team to organise the biennial Regional Business Awards with an external contractor
- Setting the budget, risk and quality assurance
- Maintaining and gain sponsorship
- Liaising with sponsors and judges
- Encouraging businesses to enter and assist with their application forms
- Being responsible for marketing the event and liaising with the media

f. Undertaking analysis of regional employment opportunities
ENC will undertake targeted research to assess business confidence. You will do this by:
- Undertaking Business Confidence Surveys (six monthly) with Research First
- Undertaking Client Satisfaction surveys (as required)
- Working with Councils to assist with their surveys

g. Assisting with Hurunui town development
ENC can provide support to small businesses in rural townships to assist their development. You will do this by:
- Assessing future economic development opportunities – this will involve researching the businesses already there to determine attributes and opportunities (along with barriers to progressing the growth of that town).
- Working with Hurunui District Council to support a growth plan for this specific town
- Delivering findings to the town’s stakeholders
## 2. BEING PROACTIVE IN SEARCHING AND SUPPORTING NEW INITIATIVES:

### a. Engage with Large Businesses in North Canterbury:

*ENC will be proactive in searching for and supporting new initiatives that will create substantial wealth for the region. You will do this by:*

- Developing an engagement programme with large businesses in North Canterbury and assessing development opportunities that might be relevant to the region
- Proactively seeking new initiatives in the region
- Investigating and applying to new Government programmes such as the Regional Growth Fund (RGF)
- Writing up proposals so businesses can access these new programmes to enable them to achieve greater productivity. Explore new funding support for $1 for $1 and lead this support
- Setting up an Export Cluster in North Canterbury
- Identifying other linkages to this group with R&D (are they developing any new processes or products)

### b. Designing and delivering Networking functions tri-annually

*ENC will promote the development of “business to business” networks within the region. These functions play a critical role in enabling business owners to meet and talk with others doing business in the region. They provide opportunities to market, share knowledge, exchange information on services and products, and to receive updates on business information of value. You will do this by:*

- Leading ENC networking functions tri-annually.
- Developing an annual programme
- Gain sponsors and securing keynote speakers and delivering with the assistance from the Administrator

**Other:**

- Draft media releases
- Modify in-house CRM ensuring data is up to date
- Prepare proposals for government contracts and applications for funding where appropriate
- Build and maintain strong relationships with local businesses and key stakeholders
- Speaking engagements to raise ENC’s profile
- Promote government grant schemes to appropriate businesses
- Promote the North Canterbury brand – Exceptional North Canterbury
- Develop a Network of Referrals
- Any other duties that may arise as the position develops.

### Reporting

- Weekly written and verbal reports to Business Support Manager
- Provide quarterly reports to NZTE
- Bi-monthly reports to ENC Board – to include business activity update in the region
- Six monthly reports to the Councils
- Write Project and Business Plans when required

### Corporate Responsibility

- Create and maintain information and client details in the ENC’s client management system.
- Promote a positive and professional image of ENC.
- Participate in team meetings as required, providing client overviews and other relevant information to the wider ENC team.
- Develop and maintain referral relationships with business support organisations, council, non-government and government agencies and actively refer as appropriate.
- Attend relevant functions and events to build networks.
- Understand and implement the ENC Values.
## Attributes of Business Support Role

### Experience Required:
- Be highly organised and be an initiator
- High levels of business knowledge, in order to be able to provide the right assistance and support to businesses across the range of best practice business management.
- Be a good listener and have analytical skills to offer solutions to businesses and communities
- Have knowledge of the North Canterbury business environment (this would be an advantage)
- Demonstrated ability to network and build effective relationships with key stakeholders and people from diverse backgrounds
- Have exceptional computer, administration and organisational skills
- Be highly motivated and outcome focused
- Enjoy being part of a small skilled team and working in an open office environment

### Personal Attributes
- Be a team player, able to ensure the good of the Team and the Business, supersedes the individual’s personal wants and needs
- A high level of integrity, confidentiality and honesty.
- Self directed and highly motivated and self confident
- Ability to work in a collaborative way as part of a small team, and individually.
- A passion for business development
- Be positive and values led