



Staffordshire  
Chambers of  
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# **Digital Advisor (Business Enhancement Programme)**

**Full Time**

**12-Month Fixed Term Contract**

**Recruitment Pack**

**August 2020**



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At Staffordshire Chambers of Commerce, we believe that we can help all the people of Staffordshire to be more prosperous and have more opportunities, by helping businesses to belong to the Chamber and do things better. We take pride in delivering excellent services to our members and expect the highest standards from our employees.

## Digital Advisor (Business Enhancement Programme)

**Salary £27,000 to £31,000 depending on experience**

### **12-Month Fixed term Contract**

We have a fantastic opportunity for a Digital Advisor to join our team, working in partnership with Staffordshire County Council. Based at our offices at Festival Park you must be enthusiastic and a self-starter with a positive attitude and the ability to use your initiative to effectively communicate your knowledge and expertise to businesses.

We offer an attractive benefits package, a rewarding role in a great team and good opportunities for personal development.

This is a full-time role, working Monday to Friday, a total of 35 hours per week.

Further information about Staffordshire Chambers of Commerce is available on our web site [www.staffordshirechambers.co.uk](http://www.staffordshirechambers.co.uk).

Closing date: **28/08/2020**

Interviews are schedule to take place W/C 7<sup>th</sup> September.

**Immediate start required.**



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## About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was borne out of a desire from businesses to meet together and trade and ensure that there was a voice for business and an organisation to represent their needs and deliver services to help them. We continue to deliver this role and have developed a wider relationship as part of the recognition of the contribution that the business community makes to economic and social success.

We provide the following services to support businesses start, grow and succeed.

**Business Support** – we are, at our heart, a membership organisation and believe that the best business support can come from the services we offer through our experienced staff. We have a range of member only services as well as funded programmes. We have developed specific membership offers to reflect our local economy in response to various sector groups in membership.

**Enterprise Support** – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business and industry. We have established a club specifically for fledgling businesses to help them get established and lead into membership of the Chambers.

**Trade** – we encourage international trade through our DIT programme and export documentation service as well as supporting local trading through exhibitions, events and lobbying for local procurement opportunities. We have launched a specific international trade membership offer.

**Training** – we have a comprehensive, business focussed programme of training to encourage the workforce to reach its full potential, and which can be delivered on our premises or in a business through a bespoke service. We are developing our offer through partnerships with the universities and FE colleges in the county.

**Events** - we organise over 150 events each year of varying scale and size. This supports and informs business, helps strengthen supply chains and informs the business community of funding, finance, legislation, opportunities and risks.

**Representation** – this is a service at the heart of Staffordshire Chambers and is largely to support members. We do take on issues that affect the whole business community and lobby at all levels of policy and decision making.



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### Job Description

<b>Job Title:</b>	Digital Advisor (Business Enhancement Programme)
<b>Accountable To:</b>	TBC
<b>Location:</b>	Festival Park, Hanley, Stoke-on-Trent ST1 5BE

### **Our Vision**

All employees of the Chamber are expected to contribute to our vision:

‘Staffordshire Chambers believes that we can help all the people of Staffordshire be more prosperous and have more opportunities, by helping business to belong to the Chamber and do things BETTER’.

### **Our Values**

Our vision is supported by a set of core values which define the standards and behaviours which are expected of all employees:

We are:

- **Bold**  
We try new things  
We are passionate about making a difference  
We always put our members first
- **Excellent**  
We achieve the highest standards  
We seek to improve continuously  
We are committed to equality of opportunity
- **Trusted**  
We communicate well  
We are consistent in our approach  
We put colleagues and customers first
- **Team Focused**  
We are an outstanding team  
We are focused on achieving our vision  
We respect and support each other
- **Ethical**  
We represent our members professionally  
We make a positive contribution to the community  
We act with integrity
- **Responsive**  
We are open to change  
We respond positively to customer feedback  
We maximise opportunities



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## **Job Purpose**

The Digital Advisor will complete detailed diagnostics with SME's across Staffordshire to identify their immediate, medium- and long-term digital needs. The diagnostic will be the first step in helping to implement a digital strategy, ensuring Staffordshire businesses are making the most of digital, data and technology solutions and innovations.

## **Principle Accountabilities**

- Develop strategic and operational relationships with partners and providers who could assist in the delivery of support.
- Complete robust diagnostics that are directly linked to the business need with clear and measurable impact statements.
- Spot potential 'digital' problems and suggest solutions.
- Be able to demonstrate the benefits of technology to transform business.
- Communicate findings and solutions in an effective, understandable manner.
- Work with businesses to develop a digital strategy action plan, which identified needs and opportunities.
- Signpost to relevant support partners who can assist in delivering the identified strategy and solutions.
- Provide market intelligence to all relevant bodies, gained through the engagement of delivery partners and businesses.
- Support the development, implementation and continuous review of systems and processes identified and recommended.
- Monitor the delivery of outputs and results against monthly and cumulative profiles recommending and implementing strategies to tackle any shortfall.
- Capture feedback from businesses to assess their satisfaction levels and take action to address any issues identified.
- Deliver regular and accurate project reports and forecasts to the lead delivery partner detailing activity and progress against outcome targets.
- Engage with key stakeholders in the Chamber to assist in the deliver of the project.
- Support the enhancement of Staffordshire Chambers of Commerce reputation as a trusted partner and advisor in digital transformation.

## **General requirements**

- Work diligently to meet the requirements of the role
- Use the Chambers' CRM system and others as relevant to the role



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- Always seek to improve to achieve the highest quality standards and follow the Chambers' quality assurance operating procedures
- Contribute to the Chambers' commitment to work in a commercially successful way
- Participate in internal/external meetings and training as required
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Participate positively in one to ones and appraisals
- *Work in accordance with the Chambers' culture, values, aims and objectives*
- Act as an ambassador for the Chamber at all times when dealing with members or representing the business
- Contribute to the Chamber's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably required
- To work from other Chamber offices if required.



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### Person Specification

<b>Job Title:</b> Digital Advisor (Business Enhancement Programme)		
<b>Criteria</b>	<b>Essential or Desirable</b>	<b>Method of Identification</b>
<b><u>Qualifications</u></b>		
Minimum A-level standard (or equivalent)	Essential	Application
<b><u>Proven Experience</u></b>		
<ul style="list-style-type: none"> <li>• Experience of commercial diagnostics related to digital strategy</li> </ul>	Essential	Application/interview
<ul style="list-style-type: none"> <li>• Proven experience of engaging and negotiating with businesses and partners to deliver results</li> </ul>	Essential	Application/interview
<ul style="list-style-type: none"> <li>• A good understanding of business requirements and their use of digital, data and technology</li> </ul>	Essential	Application/interview
<ul style="list-style-type: none"> <li>• A good understanding of emerging disruptive digital technologies</li> </ul>	Essential	Application/interview
<ul style="list-style-type: none"> <li>• Ability to work to a high standard of accuracy and attention to detail</li> </ul>	Essential	Application/interview
<ul style="list-style-type: none"> <li>• A passionate and creative approach to digital transformation</li> </ul>	Essential	Interview
<b><u>Knowledge, Skills and Abilities</u></b>		
<ul style="list-style-type: none"> <li>• Sound general knowledge with an awareness of issues affecting the UK economy and business in relation to digital</li> </ul>	Essential	Application/Interview
<ul style="list-style-type: none"> <li>• Knowledge of marketing &amp; market research including internet research</li> </ul>	Essential	Application/Interview
<ul style="list-style-type: none"> <li>• Competent IT user</li> </ul>	Essential	Application/Interview
<ul style="list-style-type: none"> <li>• Some knowledge of the local economy – demographics, business community and structure of broad support for companies</li> </ul>	Essential	Application/Interview
<ul style="list-style-type: none"> <li>• Knowledge of international trade</li> </ul>	Desirable	Application/Interview



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<b><u>Other Attributes</u></b>		
• Professional and friendly approach	Essential	Interview
• Able to work flexibly	Essential	Interview
• Driver with access to vehicle	Desirable	Interview

### **How to Apply**

Please send your CV to **Joseph Gill** together with a supporting letter detailing how you meet the requirements of Brexit Advisor and how you support the Chamber BETTER values.

Applications should be emailed to **Joseph Gill** or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke-on-Trent ST1 5BE

Closing date: **28/08/2020**

Thank you for your interest. We hope that this recruitment pack provides all the information you require, however if you have any queries, or would like to have an informal conversation about this role please contact the Chamber on 01782 202222.

Staffordshire Chambers of Commerce is an equal opportunities employer.