



Job Description

Job Title:	E-Business Adviser
Main Purpose of Job:	Delivery of the E-Business Programme, helping businesses to adopt good e-business and digital practice and techniques
Relationships:	Reporting to Programme Manager
Based at/hours:	Location Bromley and Lewisham Part-time contractor 18 hours per week <i>(Occasional evening and weekend work required)</i>
Contract:	1- year Fixed Term <i>(with potential to be extended)</i>
Rate:	£40.00 per hour excluding VAT

Key Role and Responsibilities:

Supporting the Pan London E-Business Support Programme to meet project milestones and Key Performance Indicators (KPIs).

The programme was developed to address the digital divide within SMEs across London and help to close the skills gap. This role will advise and support small to medium-sized enterprises (SMEs) to adopt good e-business and digital practice and techniques. This support is available to eligible SMEs from the London boroughs of Bromley and Lewisham. The E-Business adviser will help SMEs to develop an online presence, digital marketing strategy and how to use digital tools to enhance and grow their business. They will deliver digital skills training to SMEs owners and their staff, as well as make project presentations to business networking groups.

- Deliver project outputs and milestones as shown in the delivery profile for this role;
- Meet SMEs on a 'one to one' basis to assist them progress actions from their Digital Business Plan. These meetings will be a mix of in person at local venues, at a client's premises and online
- Assist SMEs to implement digital technology to support their growth, which can relate to websites and Search Engine Optimisation (we aren't looking for an SEO specialist), effective use of social media, digital marketing, client relationship management (CRM) and information security etc;
- Complete project documentation, ensuring forms are completed accurately and client signatures obtained as required;
- Assist SME owners to identify training on the programme which will address digital skills gaps in their organisation;
- Liaison with external advisers and suppliers to ensure specific client support needs are met.
- Outreach to engage business networks e.g. town centre associations, local BIDS, industrial estate business groups and local Chambers of Commerce etc;
- Assist with the preparation and delivery of two events and development of supply chains and inter-trading between groups;
- Monthly reporting to the Project Manager/Programme Manager and identification of a monthly case study in each borough;
- Ensure quality of advice standards are maintained and progressed under the organisation's Matrix accreditation;
- Adherence to policies and procedures for COVID19 Safe Working, Health and Safety, Quality Management and Equalities; ensuring they are embedded into the delivery of all services and activities;
- Follow procedures for proper use and care of equipment and materials under your responsibility;

- Continual Professional Development and to keep up to date with the latest digital technology available to support businesses;
- Any other duties not specified here that are needed as part of the role.

Person Specification – Digital Expert

Requirement: E = Essential D = Desirable	E or D
Experience & Qualifications	
A relevant e-business, business adviser, digital marketing, web development or cyber security qualification at Level 3 or above	E
Experience of providing digital advice to SMEs for a period of 2 years or more, to demonstrate a good understanding of the needs of businesses trading in today's markets.	E
Experience working on funded projects i.e. European Union ESF/ERDF, Greater London Authority etc	D
An up to date knowledge of e-business, digital marketing and selling, web platforms, SEO and cyber security practices and experience in explaining the benefits and use to non-technical individuals	E
Experience of delivering workshops/seminars/webinars/presentations	D
Understanding of the difficulties SMEs are facing as a result of the cost of living and energy crisis particularly with owners under-represented in business i.e. women, BAME and disabled entrepreneurs	E
Skills & Competencies	
Excellent communication and written skills, including presentation skills	E
Good organizational and time management skills to ensure client records and service statistics are accurate and complete	E
Prior industry experience in business growth and support sector	D
A team player who is hardworking and capable of working on their own initiative	E
Personal	
Willingness and ability to travel in Bromley and Lewisham.	E
Willingness to work flexibly and potentially outside of normal working hours on occasion	E
Commitment to successfully deliver against quality and project output targets and KPIs	E

The role is based in the field although a base in Greenwich at the Royal Arsenal Gatehouse is available. A Standard DBS record check is required, these will need to be obtained prior to appointment.

E-Business Adviser

Signed: _____

Dated: _____

Programme Manager

Signed: _____

Dated: _____

