



JOB DESCRIPTION: Business Growth Manager (fixed term contract)

Make It York ('MIY') is York's Destination Management Organisation and has a mission to grow the city's economic prosperity and wider well-being. Included in its remit are the following corporate priorities: network-building and inward investment; city positioning and profile-raising; marketing the city and its surroundings - nationally and internationally - as an attractive and vibrant place to live, visit, study, work and do business; and driving forward York's Cultural Strategy.

York has ambitious economic growth plans and Make It York is committed to ensuring that local companies and residents can take advantage of opportunities arising from economic growth. Responsible for supporting new and existing indigenous business and for attracting new business to the city, Make It York is at the heart of the city's economic development.

Working with the Leeds City Region we are seeking a commercially minded and driven individual to deliver Make It York's business support programme and the Leeds City Region (LCR) SME Growth Hub activity across the York district. The successful candidate will work as part of Make It York to deliver high growth business support on behalf of Make It York and the Leeds City Region Growth Service, working actively with growth focused businesses to understand the opportunities, challenges and barriers they face, and helping them to access the support needed to unlock their growth.

If you have the ambition, charisma and drive to make a genuine difference to our economic growth ambitions, then we would like to hear from you.

Main Purpose of role

To drive development of Make It York business growth support activity.

To identify and build relationships with a wide range of growth-focused businesses across York, providing a proactive customer-focused service to encourage and support expansion and growth in priority sectors through working in conjunction with national, city region and local business support organizations. The priority sectors are defined as Creative & Digital, Bioscience, Financial & Professionals Services, IT and Manufacturing.

Core details

Location: This position will work remotely in the short term, but there will be a requirement post-COVID to be based at least part of the time in central York.

Key working relationships: Make It York Business Team, Business Growth Manager, Head of Business, Networks and Inward Investment.

Key stakeholder relationships: Senior business contacts (Chief Executive/Chairman level), Leeds City Region Officers and Growth Managers, local partner organisations and other regional and national business support organisations.

People responsibility: No direct Line management responsibility. Working collaboratively across the Make It York and wider Growth Manager team.

Budget responsibility: Targets and budget parameters will be set.



Main responsibilities and key tasks

Deliver Business Support activity in the York district:

- Identify, establish and develop relationships with growth-focused businesses in the York district.
- Link growth-focused businesses to the full range of business support products and services available to them, including local, city-regional, regional and national support.
- Diagnose the needs of target businesses and put together packages of support tailored to the specific growth barriers and opportunities of the business.
- Develop and maintain a detailed working knowledge of the growth-focussed products and services available to businesses, informing key contacts as appropriate, for example skills funding.
- Build strong and lasting working relationships with target businesses on behalf of Make It York.
- Build strong and lasting working relationships with key individuals involved in the delivery and development of growth-focused products and services.
- Utilise contacts in the business support environment to ensure businesses are referred to relevant products and services in a seamless, effective and integrated manner.
- Proactively target growth-focused businesses through a variety of engagement-routes, including existing business networks and support-providers, attendance at events and use of business data/intelligence.
- Proactively link businesses to new products and services that enter the business support marketplace.
- Ensure that MIY delivers against its business support targets.
- Record all interaction with clients on MIY's CRM system.
- Contribute to the ongoing development of MIY's business support services including good practice-exchange with other members of the team.
- Contribute to the ongoing development and delivery of products and services to improve support for growth-focused businesses.
- Undertake additional duties commensurate with the grade and scope of the post.

Experience and skills required

The following will be expected of the person selected for this role:

- Commercially minded with a background of working with business and an understanding of the full range of business development issues.
- Excellent understanding of the barriers and opportunities facing growth-focused SMEs.



- Detailed working knowledge of products and services available to support growth-focused businesses including skills, training and recruitment support.
- Excellent project management skills.
- Ability to forge strong relationships with businesses and public and private sector business support organizations.
- A track-record in successful partnership working across public and private sectors.
- Target driven.
- Strong existing business network within York area.

Working Hours

Full time 37.5 hours per week.

Applications and deadline

CV and covering letter to busrecruit@makeityork.com by **noon on Thursday 4 February**

Interviews will be held via Zoom on **Friday 12 February**