



European Union

European Regional
Development Fund



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Job Description

Programme Coordinator

About SWLEP Ltd

The Swindon and Wiltshire Local Enterprise Partnership (SWLEP) is a private sector led partnership between Swindon Borough Council, Wiltshire Council and local businesses. Our role is to set the overarching economic priorities for the area and to undertake activities that will drive economic growth and job creation.

Our Local Industrial Strategy sets out ambitious plans for the future, building on the unique features of the area to support the inclusive development of our economy and boost our productivity over the next ten to fifteen years. The strategy is based on a broad and detailed evidence base which has been tested through engagement with over a thousand local businesses and business representation organisations. It addresses both local challenges and those outlined as part of the UK's Industrial Strategy, in order to improve the productivity of Swindon and Wiltshire and ensure that all communities contribute to, and benefit from, higher productivity.

The Swindon and Wiltshire area has an excellent track record for stimulating start-ups and high survival rates. The Swindon and Wiltshire Growth Hub has been instrumental in supporting this. Its services remain very popular, with intensive support to businesses tripling between 2016/17 and 2018/19 and a six-fold increase in start-up businesses created during the same period. Despite the vibrant start-up scene, progress to scale-up has been sluggish. These businesses have been harder to identify and engage with, however this is something that we intend to remedy in the future.

Business Support via the Growth Hub

In terms of productivity, the Swindon and Wiltshire area is slightly below the national average, partly due to our sector mix. A number of our large employment sectors are in low-value industries. At the same time, we have numerous high-output businesses that remain small despite having high potential for growth. This is partly due to the proportion of smaller life-style businesses located predominantly in our market towns and rural areas. Therefore, we need to do more to support both of these groups. We need to improve the contribution made by our most productive industries, including having the right environment to encourage spin-offs. We also need to tackle the underperformance, which will require novel solutions and extended business support services. For both of these, the Growth Hub and its business support programmes will play a part in achieving our aspiration.

Tracking the impact of the COVID-19 pandemic on the performance and prospects of our businesses and our overall economy taking into consideration our residents, workers and communities, and responding accordingly, will be important and an evolving piece for SWLEP and its partners.

Helping businesses to access appropriate advice and support to survive the immediate economic downturn in the economy will be an important field of work for us and our partners and we are delighted that the SME Competitiveness Programme enables us on a timely basis to bring resources into the area to support our SME community.

SME Competitiveness Programme

As part of SWLEP's approach to supporting businesses in the area it delivers a Growth Hub service – online, telephone and face-to-face provision of information and advice for people starting, running and growing a business.

Using ERDF funding we are now recruiting to deliver the SME Competitiveness Programme which is aimed at providing specialist support to both start up organisations and SME's ready for scale up. A pre, start-up and early stage support service will be delivered jointly by YTKO and by the Growth Hub and include a tailored start-up service for Honda employees facing redundancy via the Growth Hub in conjunction with Swindon Borough Council; and, a support service to help existing businesses with growth and scale-up potential, delivered jointly by the University of Bath (SetSquared), the Growth Hub Navigators and Swindon Borough Council providing supply chain support for Honda suppliers.

We are currently recruiting a Programme Co-ordinator and this post is funded through the European Regional Development Fund (ERDF) as part of the England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme. Funding for the programme has now been extended until June 2023.

Job Purpose: Programme Coordinator

The Growth Hub Programme Coordinator will report to the Growth Hub Manager and will liaise with all internal delivery teams and external delivery partners to ensure that all engagement, output and financial data is collected, managed and reported on for the SME Competitiveness programme (in line with all contracts associated with the programme). They will interact with the Wiltshire Council compliance team to ensure all data is accurately processed to support quarterly claims to the Managing Authority. They will be responsible for preparing reports on all programme outputs and strategic objectives.

The Growth Hub Programme Coordinator will use the SWLEP's HubSpot CRM system extensively as part of this role. They will be responsible for ensuring that all required data is captured by all partners on the system and is kept up to date and clean. As well as supporting the claims process, they will use the HubSpot system to analyse how the programme is performing and where delivery teams/partners can make changes to improve programme delivery and ensure it achieves its strategic and operational objectives.

The Programme Coordinator will plan and deliver CRM training to partners within the Growth Hub and the wider partnership to maximise use and understanding of the system, B2B data gathering, lead referral and conversion and partnership intelligence building requirements. A good understanding of business and repeatable processes is important – you need to be the kind of person who likes being structured and organized.

They will need to form strong relationships with delivery partners working on the programme, as well as internal SWLEP teams.

Main Duties:

- Working with the Growth Hub Manager to support the operations of the SME Competitiveness Programme.
- Working with all programme participants to manage programme claims and reporting on a quarterly basis.
- General administration, finance and logistics support for the Swindon and Wiltshire Growth Hub team.
- Collecting, processing and inputting data into the team's information management/ filing systems and databases (e.g. relevant finance and CRM systems) ensuring eligibility, accuracy, confidentiality and security of data and compliance with programme and statutory requirements.
- Assisting with gathering information and data for the preparation of quarterly claim submissions and reporting; assist with preparation for audits from the Managing Authority.
- Ensuring that all relevant policies and procedures are adhered to and concerns are raised in accordance with these policies.
- Data procurement, cleansing and analysis.
- Campaign prep, analysis, measurement and reporting.
- Lead processing and customer journey tracking.
- Sharing information and success stories via social media and updating website
- Partnership and funding intelligence reporting.
- CRM training and advice, partnership management and technical development and implementation.
- GDPR compliance and best practice.

Person Specification

Essential Knowledge

- English Language and Mathematics GCSE Grade C (Level 4) or above, or equivalent.
- A minimum of 1 years' experience within a CRM or a data analyst role with demonstrable experience of working on data cleansing and appending, segmentation and profiling, campaign analysis and user training
- Experience and knowledge of service delivery contracts and performance management processes
- Advanced knowledge and application of Microsoft Excel
- Experience and regular use of other Microsoft Office applications and the Internet, including Word, Outlook and PowerPoint, to at least intermediate level.

Desirable Knowledge

- Knowledge and experience of IT development process and functionality, especially website and CRM development.
- Experience of delivering training on IT systems / processes
- Good understanding of Local Economic Partnerships, local government, central government or similar quasi-government bodies.
- Experience of updating websites and using social media for business purposes
- Knowledge of data protection requirements (including GDPR).

Essential skills

- Excellent organisational skills with the ability to prioritise own workload and support others to meet their deadlines.
- Good numeracy skills and ability to support management of financial records.
- Ability to communicate effectively with internal and external clients and staff, verbally, in writing, by email and in person.
- Good stakeholder management skills: able to build positive working relationships at all levels
- Ability to work calmly and methodically under pressure, handling competing demands
- Good attention to detail and accuracy
- Proactive, self-motivated approach with ability to identify issues and suggest improvements
- Ability to carry out research and information collation using the internet/web-based systems.
- Good team player with flexible approach
- Must be able to complete work to a high standard and on time.
- Commitment to own personal and professional development, including learning new skills for the role.
- Commitment to providing good customer service with a drive for continuous improvement.
- Able to deal with work of a confidential nature.

Other Requirements

- Valid driving licence and own transport, or can provide alternative, suitable method of travel.
- Work outside of standard hours including evenings and weekends may be required from time to time including attendance at meetings and events.

Swindon & Wiltshire Local Enterprise Partnership

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