

Kent County Council

Job Description: Business Information Specialist

Directorate	Growth Environment & Transport
Unit/Section	Libraries, Registration & Archives
Proposed Grade	KR7
Responsible to	Service Manager - Innovation, Digital & Libraries

Purpose of the Job:

The Business & IP Centre (BIPC) supports start-up businesses and entrepreneurs across Kent to develop the insight, skills and confidence they need to start and grow successful businesses.

This Business Information Specialist role will sit in the Business & IP Centre team and will help to deliver a portfolio of services which enable entrepreneurs and SMEs from all walks of life to utilise the BIPC collections and resources, to set up and run a successful business.

The post will support the day-to-day delivery of core Business & IP Centre services, including the delivery of workshops, webinars and events, one-to-one clinics (both face-to-face and online), and responding to business information and intellectual property enquiries from customers.

Accountabilities

1. To deliver workshops and one-to-ones and to provide guidance and advice to entrepreneurs and SMEs about how to use the Business & IP Centre's resources delivering practical Intellectual Property support on Trade Marks, registered designs, copyright and patents to support businesses in protecting their business ideas and ensuring they are not infringing others' IP rights.
2. To deliver workshops and one-to-ones and to provide guidance to entrepreneurs and SMEs about how to use the Business & IP Centre's resources, supplementing face to face activities with webinars and online one to one clinics
3. To deliver frontline face-to-face reference services in the main BIPC and to answer remote enquiries received by email, phone or other means to meet agreed service standards.
4. To contribute to the strategic and sustainable development of the Business & IP Centre by identifying new product/service ideas and funding opportunities and supporting promotional initiatives.
5. To support delivery of activities in partner libraries involved in the 'hub and spoke' rollout of the Business & IP Centre's services. This may involve upskilling frontline staff in partner libraries on the use of specialist business collections, and how to deliver a business information reference service to aspiring entrepreneurs, self-employed people or small business owners.

6. To answer remote enquiries received by email, phone or other means to meet the agreed service standards.
7. To provide training and guidance to users of the Business & IP Centre on how to access and use business information, IP and other relevant resources.
8. To make a major contribution towards the BIPC meeting KPIs and, as part of this, ensuring a high % return rate (60%) of feedback forms.
9. To help identify case studies that represent diverse audience group to promote the programme to internal and external stakeholders.
10. To work flexibly within the wider LRA information team providing staffing cover when and where necessary, depending on demands of the business needs and as part of a reasonable management request.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification Business Information Specialist

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

CRITERIA	
QUALIFICATIONS	<p>Educated to GCSE/NVQ level 3 or equivalent or can demonstrate equivalent depth of knowledge and experience</p> <p>ECDL or equivalent IT qualification or can demonstrate equivalent level of skill</p>
EXPERIENCE	<p>Experience and/or training in providing business advice within an enterprise support environment</p> <p>A broad awareness of the enterprise and business support infrastructure in the UK and local region, and the position which the BIPC occupies within this</p> <p>An understanding of reference work gained from experience in a public-facing environment and/or professional training</p>
SKILLS AND ABILITIES	<p>Good reference/ enquiry-handling skills</p> <p>Ability to understand the information needs of users, both on-site visitors and those accessing the library's services remotely, by careful listening, helpful questioning and application of knowledge of specialist resources</p> <p>Good communication skills, both verbal and written, in order to deal with customers in one-to-one and workshop situations as well as remotely</p> <p>Proactive approach to customer service, keeping aware of and responding to customers' changing needs, changes in information service provision, and the changing demands of the library's business.</p> <p>Good IT skills and the ability to search effectively for information using internal and external electronic resources as well as traditional hard copy material.</p> <p>Ability to prioritise work and deliver to deadlines and to agreed standards</p>

	<p>Aptitude to work well as a member of a team, to make a positive contribution to the work of the library-wide service and to form co-operative working relationships with colleagues from other areas of service</p> <p>A positive attitude to acquiring new knowledge and skills and a willingness to work outside own area if necessary.</p> <p>Interest in and desire to support entrepreneurs and small and medium-sized enterprises of diverse backgrounds.</p> <p>Pleasant and open manner, with the confidence to deal with entrepreneurs, business partners, stakeholders and the general public</p>
KNOWLEDGE	<p>A working knowledge of business information resources and/or intellectual property.</p>
BEHAVIOURS AND KENT VALUES	<p>Open</p> <ul style="list-style-type: none"> • Act with integrity, honesty and transparency • Understand and be prepared to take risks where appropriate • Welcome and expect change and evolving technology • Be willing to learn • Work as a whole council • Treat people fairly and with respect <p>Invite contribution and challenge</p> <ul style="list-style-type: none"> • Work collaboratively to find new solutions • Innovate • Put the interests and wellbeing of customers first • Be open to challenge and able to challenge others appropriately • Actively encourage and expect contribution <p>Accountable</p> <ul style="list-style-type: none"> • Do more for yourself • Take personal and professional responsibility for your actions and performance • Deliver at pace • Look for ways to save money • Look for commercial opportunities • Focus on outcomes