

ROLE DESCRIPTION

Job Title	High Growth Account Manager
Salary Band	SCP 41-43
Reporting to	Head of Business Growth
Directorate	Investment & Delivery
Service Area and sub area	Business Growth
Team	Business Growth
Political Restriction	No

1. Primary Purpose of the Post
<p>Liverpool City Region Combined Authority works to support businesses through the Liverpool City Region Local Growth Hub business support service. Our Growth Hub is an integral part of the government's approach to provide business advice and support to make the UK the best place to start, grow and scale a business.</p> <p>Our High Growth Account Management service supports high growth and high growth potential businesses in Liverpool City Region to identify and access the support required to achieve their business growth aspirations.</p> <p>This role will be required to account manage a portfolio of diverse businesses, utilising growth diagnostic tools to assess their growth potential, identify challenges and opportunities within the business. Working with the businesses to develop a growth action plan and strategy and navigate the business support landscape, referring and introducing into the most suitable support programmes when appropriate.</p> <p>Working closely with the Head of Business Growth and with the wider business support delivery partners, this role will play a key role in driving business growth across Liverpool City Region.</p>
2. Your responsibilities
<ul style="list-style-type: none"> • Identify, recruit and engage high growth/high growth potential businesses to accurately diagnose and scope out the support they require to take their business forward. Agree overall and individual project objectives, timescales and resource requirements. • To account manage and mentor the relevant businesses guiding them to specialist business support whilst monitoring their progress and growth over the duration of their engagement with these programmes. Once completed, support to implement their learning and work on the next stage of their growth strategy. • Undertake detailed discussions with the businesses around complex business issues to understand their growth challenges.



- Undertake detailed diagnostics on a business using various tools and methods to capture baseline data and identify needs, challenges and opportunities.
- Identify and initiate links and connections between businesses that could collaborate and work together supporting the development of clusters
- To actively engage with LCRCA business support delivery programmes which may include assistance on developing and administering grant programmes.
- To represent the LCR Growth hub at appropriate events and contribute to the development and delivery of events targeted at clients and partners as required.
- Keep abreast of relevant issues relating to the economy, business growth, UK government policy and other relevant topics and use insight to inform business community.
- Work closely with partners across the City Region to support businesses with high growth potential to benefit from LCR business support programmes and events. Partners include Local Growth Hub, Local Authorities, Chambers of Commerce, Universities, Government departments, and other business support organisations.
- Liaise closely with partners who make referrals to the service and keep them appraised and engaged throughout the delivery of the service.
- Establish and maintain strong working relationships with businesses and programme partners, including government departments.
- To maintain up to date information on the wider business support offerings locally, regionally and nationally.
- Work with the Project Management Team to ensure all documentation is collected and retained in line with funder requirements.
- Monitor the ongoing performance of businesses, with particular emphasis on sales growth, increase in productivity and employment and input all data and information into CRM and other monitoring systems.
- Fulfil all the contractual obligations relating to the funding for this post, including delivery of outputs and robust financial management.
- Support the development of new support programmes and initiatives contributing to the co-design and implementation of these activities.
- Any other duties which may be relevant to the purpose of the job



3. General Corporate Responsibilities

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive, it is issued as a framework to outline the main areas of responsibility at the time of writing.

4. Recruitment Plan

Competency Based Interview
Assessment

PERSON SPECIFICATION

Job Title: High Growth Account Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A relevant degree, qualification and/or significant relevant experience.	E	A
Evidence of continuous professional development	D	A
Experience and knowledge	E = Essential D = Desirable	Identified By
Comprehensive knowledge of the business support landscape and support available for growing businesses both locally and nationally	E	A,I
Strong experience and knowledge of business planning and growth strategy development	E	A,I
Experience of working with a range of public and private sector stakeholders.	E	A,I
Pro-active, a self-starter with the ability to work with minimum supervision, will need to be able to use own initiative and set own deadlines; strong time management skills are essential.	E	A,I
Good interpersonal skills, including an ability to adapt appropriately to deal with people at all levels.	E	A,I
Good verbal and written communication skills with attention to detail.	E	A,I
Comprehensive knowledge of the range of funding and finance options available for growing businesses and experience of both applying for and assessing grant, loan and investment applications/pitches	D	A,I
Excellent IT skills with proven ability in all Microsoft Office products and familiarity with CRM's and collaborative working IT solutions is desirable (e.g. SharePoint)	D	A,I
Knowledge and/or experience of one or more of the following sectors/disciplines: Creative Digital & Tech, Health & Life Sciences, Advanced Manufacturing ; economic regeneration, international trade, business support, freeport, innovation zones	D	A,I



Skills and abilities	E = Essential D = Desirable	Identified By
Strong Interpersonal and Professional Qualities: Adept at mentoring and account management, building rapport, maintaining integrity, and providing excellent service to businesses, colleagues, and partners.	E	A,I
Organizational and Project Management Excellence: Highly organized, detail-oriented, and efficient in managing projects, processes, CRM systems, and documentation accurately and on time.	E	A,I
Experience with Diverse Sectors: Skilled at supporting businesses across various sectors, including advanced manufacturing, health and life sciences, and digital/creative industries, while addressing their unique needs and growth challenges.	D	A,I
Positive, flexible responsive, dynamic and creative approach to problems solving, encouraging ideas from across teams.	D	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
Ability to work under pressure in a fast-paced environment and capable of delivering to short timescales.	E	A,I
Good interpersonal skills, including an ability to adapt appropriately to deal with people at all levels.	E	A,I
A highly positive attitude to work with a desire to provide businesses, colleagues and partners with an excellent service	E	A,I
A high level of personal and professional integrity being able to provide helpful and completely objective support to clients and partners	E	A,I
Adaptable, able to respond effectively to changing priorities.	D	A,I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Results driven with a focus on identifying and achieving measurable outcomes	E	A,I
Highly motivated with a proactive approach	E	A,I

Key to Assessment Methods:

A - Application
I – Interview



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION