



JOB PROFILE



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

SECTION 1

Job Title:	Start-ups in London Libraries (SiLL) Project Champion
Grade:	P01
Location:	Haringey

SECTION 2

Job Purpose:

Start-ups in London Libraries (SiLL) is a business support programme led by the British Library's Business & IP Centre to support 12,000 start-up businesses and entrepreneurs across London to develop the insight, skills and confidence they need to start and grow successful businesses. This three-year project will include tailored workshops, networking events and access to the Library's business collections and resources and will be delivered by a network of 10 London borough library authorities. Each London borough will have its own Project Champion.

The SME Champion will be critical to the success of the project by ensuring that the project achieves the SME outreach and output targets. The person will be responsible for coordinating the activities of the libraries within the borough, creating awareness of the services and developing relationships with local stakeholders, business networks and SMEs ensuring their engagement with the Start-ups in London Libraries (SiLL) project.

The SiLL Project Champion will plan and coordinate all the project activities at the borough libraries; this will include marketing and outreach, organising monthly workshops and producing quarterly reports in line with ERDF monitoring systems and requirements. As part of this, he/she will require good Excel skills and will need to capture data and produce reports on individual SMEs/beneficiaries.

He/she will also have a good knowledge of the British Library's business services, collections and resources.

This post is funded by the European Regional Development Fund (ERDF).

Key Areas of Responsibility

- Overall responsibility for the delivery, administration and reporting requirements for the SiLL project within the borough.
- Producing regular reports for the SiLL project team to confirm key performance indicators achieved for each quarter; including data from all the beneficiaries entry using Excel.

- Being thoroughly conversant with the ERDF Project Management Guidance and monitoring systems and ensuring that the SiLL project activities and delivery are compliant with the strict ERDF processes and guidelines.
- Developing and implementing local marketing and outreach campaigns to ensure that the workshops and events are fully booked and attract the right audience.
- Coordinating the SiLL workshops, networking events and 1:1 advice meetings with beneficiaries/customers.
- Being the central point of contact for all the project activities in the borough the SiLL team at the British Library and other delivery partners.

Resources Managed

Local reporting structure and budgets to be determined at the borough library authority.

Main tasks

Marketing and Outreach:

- Develop and run local campaigns, coordinate marketing activity and to ensure that workshops and events are fully booked in advance. Ensure that local marketing opportunities (e.g. council e-newsletters) are fully exploited.
- Develop and update content on the council's/libraries' web pages and exploit social media channels.
- Work with local stakeholders, business support organisations and successful entrepreneurs to raise awareness of the project and harness support
- Work closely with the British Library Project Manager to develop partnerships to increase awareness and use of the SiLL services.
- Identify local case studies/entrepreneurs, who have benefited from the service to showcase project and illustrate its impact.

Workshop coordination and SME liaison:

- Liaise with the British Library Project Manager to deliver one two-day workshop per quarter in the borough; in addition, manage and run a minimum of two local events per month to attract business audiences and ensure they complete 12+ hours as per the ERDF funding agreement.
- Have a working knowledge of COBRA and be able to assist SMEs with finding relevant information.
- Be up-to-date with support activities and resources available at the Business & IP Centre and refer to these where relevant.

Project Administration, reporting and compliance:

- Be responsible for collecting feedback forms at workshops and events and input the data according to the ERDF and SiLL systems and requirements.
- Enter data, summarise and produce regular reports for the British Library SiLL project team to confirm outputs achieved for each quarter, based on a spreadsheet which confirms, e.g. Businesses Assisted - confirmation of name of business, address, borough & equalities data based on owner/majority ownership of business (gender, disability and BAME breakdown).
- Attend to regular meetings with the SiLL project team to update on progress and to discuss potential opportunities and issues
- Work closely with the SiLL Project Officer to ensure that the borough libraries follow robust monitoring and reporting systems.
- Record all project activities and interactions with SiLL participants, including the maintenance of electronic and hard-copy filing systems in line with the ERDF filing and monitoring systems.

Minimum Requirements (Essential)

- Excellent coordination skills and experience of working with multiple stakeholders
- Knowledge of the business support sector
- Excellent Microsoft Office skills, especially in Excel, with proven ability to produce Excel reports.
- Good communications skills with the ability to present and produce reports
- Attention to detail and ability to enter and record data accurately
- Pleasant and open manner, with the confidence to deal with entrepreneurs, business partners, stakeholders and the general public
- Demonstrates initiative and a “can do” attitude
- The ability to be adaptable and provide cover for the rest of the team where and when necessary.
- Interest in and desire to support entrepreneurs from diverse backgrounds.

Additional Requirements (Desirable)

- Experience of European Regional Development Fund (ERDF) projects or similar EU or Non-EU funding programmes.
- Experience in marketing, including social media
- Experience of working in a London borough and/or library authority

Additional Information

- This post will include occasional early morning and late evening work.
- This is a post funded by the European Regional Development Fund (ERDF)