

## Job Description

<b>Job title</b>	Food Advisor
<b>Team</b>	Broadland Food Innovation Centre (ERDF)
<b>Responsible to</b>	Project Manager
<b>Responsible for</b>	No line management responsibilities
<b>Start date</b>	October 2021

### Role and Context

#### Job Purpose

Primary role will be to provide support and advice to food and drink SMEs delivered through the Broadland Food Innovation Centre project. This will include working with the 'business tracking (CRM-database) system' to maintain full records including details of support, financial and accounting records and required administrative duties for the project.

The main elements of the role include:

- Developing the innovation-led support programme, designing the support which will be delivered and how best to recruit beneficiaries
- Delivering support directly to businesses and managing our consultancy offering
- Development of new contacts and business networks
- Communications support within the project team and between the project team and external organisations
- Network development activities working alongside the Cluster Coordinator

Please note: European Structural & Investment Funds is part-funding this post.

#### Context

The Broadland Food Innovation Project will deliver a unique food and drink focused innovation ecosystem combining a cluster, business support, and a Food Innovation Centre.

The cluster, led by University of East Anglia (UEA), will provide opportunities to meet other businesses and knowledge organisations who can work together to accelerate R&D and commercialisation projects. The innovation support package, led by Hethel Innovation Ltd (HIL), will provide practical support and facilitate access to financial support for the innovation process. The project will remove the barriers to innovation within the food and drink sector through the support package as well as the provision of food grade facilities comprising 13 bespoke food-grade incubator units, 2 test kitchens, and industry-standard sensory testing facility.

The ERDF project is a collaboration between Broadland District Council, New Anglia LEP, University of East Anglia and Hethel Innovation Ltd. The Project Manager will be an employee of HIL but will need to work and manage seamlessly across all partner organisations.

Hethel Innovation is a leading incubation service in the region with two sites and over 150 tenants. Our goal is to become the leading supporter of high value technology SMEs in the country. What makes our organisation unique is the provision of supporting incubation services, such as our onsite business development team who are available to assist tenants with their improvement and growth plans. These plans include product development, design sprints, training in project management and strategy creation.

#### Other Job Information (e.g. any special factors or constraints)

This post involves close working with the private sector so may require flexible working, sometimes at unsocial hours.

The nature of organising events means that some physical movement of equipment and furniture may be required. You will be expected to comply with the procedures manual.

You will be involved in working in complex and potentially dangerous environments ie factory shopfloors, around high voltage equipment, food processing machinery. You will need to adhere to a wide range of health and safety and other regulations to ensure safe and legal operation.

### Principal Duties

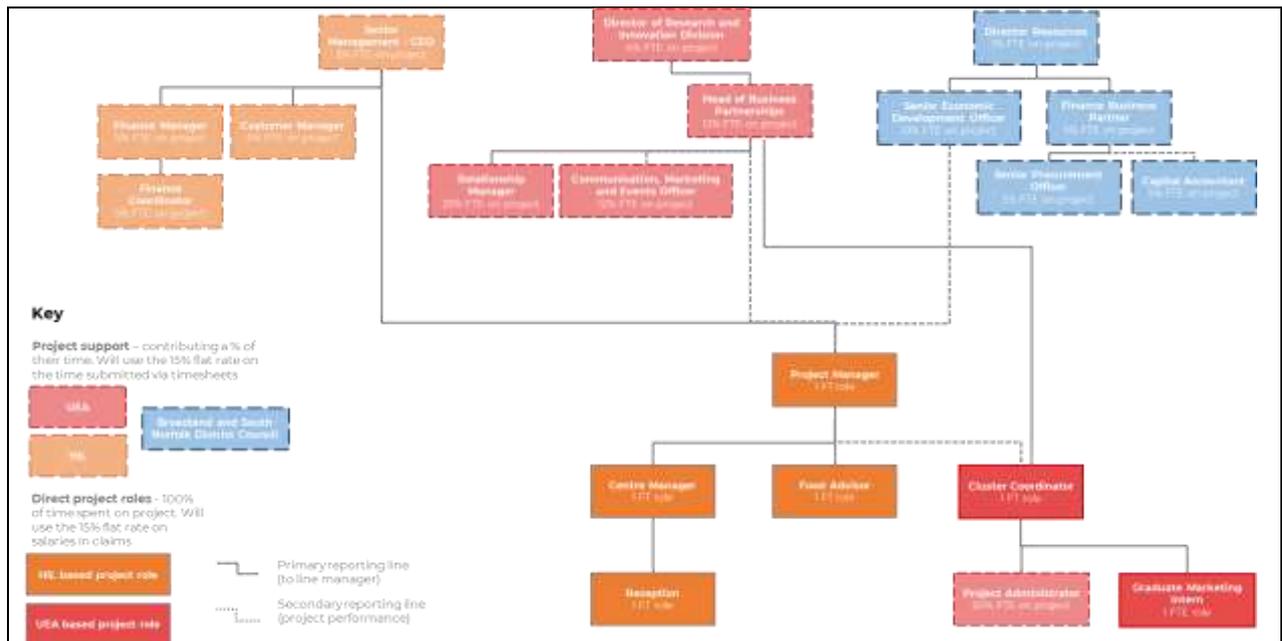
- Provide business support and development services to businesses in the food and drink sector, or businesses linked to that sector through the supply chain
- Undertake research, mapping and engaging with businesses in the region, providing outputs that will create an understanding of key current and future sectors
- Develop and maintain relationships through regular contact, with key customers in Norfolk, Suffolk, the region and nationally within both the private and public sectors and the wider region to fully understand needs of food and drink businesses
- Assist with the organisation of events and meetings – working alongside the Cluster Coordinator and Project Administrator
- Broker / support collaborations that deliver commercialisation of ideas and job creation
- Maintain a comprehensive business tracking system, the collation of statistics and outputs as required by the funding bodies, providing draft written reports and management information as required and ensuring specific administrative support for the ERDF project. This includes engaging with external auditors and evaluators as required
- Record information using project tracking systems and produce regular Key Performance Indicator reports measured against agreed targets to ensure delivery of planned progress, presenting new potential ideas, such as new promotional plans, and follow lead on direction of initiatives
- Be a proactive member of the project team, striving for continuous improvement.

### KPIs

The ERDF project has established KPIs to which the Food Advisor will contribute:

- ER/C/O/01 Number of enterprises receiving support - **90**
- ER/C/O/04 Number of enterprises receiving non-financial support - **75**
- ER/C/O/05 Number of new enterprises supported - **15**
- ER/C/O/08 Employment increase in supported enterprises - **41**
- ER/C/O/26 Number of enterprises cooperating with research institutions - **40**
- ER/C/O/28 Number of enterprises supported to introduce new to the market products - **5**
- ER/C/O/29 Number of enterprises supported to introduce new to the firm products - **25**
- ER/P/O/02 Public or commercial buildings built or renovated – **3581 sqm**

### Organisational Chart



## Person specification

### Knowledge and Experience:

- Managing relationships with key business and commercial leaders
- Commercialising new products, supporting innovation, and business improvement – ideally within the food and drink sector
- Experience in a varied and busy customer service environment, able to communicate effectively with our project beneficiaries
- Knowledge of European Funding administrative requirements, especially with regards to handling and recording grant claims and all supporting evidence
- Aware of financial targets and constraints, ensure any spend is approved and within allocated budgets
- Responsibility for ensuring specific performance targets are met with relation to business support and development.
- Experience of using the Microsoft products (MS office, including Word, Excel and Outlook) and the Internet, preferably including updating websites

### Qualifications:

- Level 3 or above qualifications in a subject relevant to the project – this could include food and drink, marketing, business – applicants will need to demonstrate how their qualifications will benefit them in this role

### Aptitudes:

- Good decision maker
- Ability to work on own
- Ability to multitask and prioritise
- Excellent verbal communication
- Able to use spreadsheets and databases
- Able to constructively seek and receive feedback and evaluation from management, customers and partners to improve performance

### Behaviours:

- Presentable and professional in manner.
- Confident
- Punctual and organised
- An enthusiastic individual committed to making a valued contribution to the workplace

**General Information**

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant HIL policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

The information in this job description is accurate and reflects the requirement of the role:

Line Manager: Alice Reeve  
Position: CEO  
Date: 19.08.2021