

## **Job Description and Specification**

### **Business Engagement Officer**

#### **Background**

The Galloway and Southern Ayrshire UNESCO Biosphere has around 3,600 businesses and aspires to support businesses of all sectors to “do things differently”, safeguarding the environment, helping create a sustainable economy and society. Our UNESCO designation has presented a unique award-winning opportunity for the businesses of SW Scotland to brand and market themselves under the international banner of being a UNESCO Biosphere.

Successful initiatives aimed at championing sustainable development include our Biosphere Proud Supporter Scheme where over 200 businesses have signed up to actively demonstrate their commitment to the Biosphere sustainability principles. We have led the way in developing a UNESCO Biosphere Business Certification scheme, aligned to UN SDG’s, which is supporting the emergence of a strong network of businesses committed to sustainability and collaborations.

We have achieved a lot, but we want to achieve more, and are looking to recruit a Business Engagement Officer to join our Business Development Team.

Our Business Development Team sits alongside, the communities and learning, land use and biodiversity, marketing and communications teams, and collectively we are responsible for ensuring that the sustainability ethos of the Biosphere is good for people and the environment.

#### **The Role**

Working to the Business Development Lead Officer the Business Engagement Officer will be responsible for engaging with local businesses, creating opportunities for new business collaborations, supporting delivery of our Proud Supporter and Certification Mark schemes, and building on the sustainability credentials of the Galloway and Southern Ayrshire UNESCO Biosphere designation.

We are looking for somebody with a passion for business, an understanding of sustainability in its broadest sense, confident in communicating who loves to see businesses grow.

With a good knowledge of the challenges small businesses face you will have a key role connecting and engaging businesses with the Biosphere. This will be achieved primarily through promoting and supporting delivery of both our Proud Supporter and Biosphere Certification Mark schemes, helping businesses to get recognition for, and championing their sustainable development credentials. You will support them in identifying opportunities to use the UNESCO association within their business marketing. You will also guide businesses in their sustainability journey, sign posting to partner organisations to support businesses in operating in a more sustainable way, bringing in the necessary expertise and support to help businesses achieve and grow.

Already an important tourism destination, and with a rise in 'eco-conscious' visitors and a designation on the UNESCO Trail for Scotland you will help maximise this opportunity for our Proud Supporter businesses through marketing support, facilitating the development of new tourism opportunities and the promotion of our recently launched Sustainable Event Charter.

The value of business networking and business collaborations cannot be underestimated in sustaining our small businesses, and this role will build on existing successes, creating further opportunities for business to learn and grow, whether that be through peer-to-peer support and mentoring, new products and services development or supply chain opportunities

## **Applications**

**Closing Date for Applications is Midnight 19<sup>th</sup> May 2023.**

**Proposed interview date Friday 2<sup>nd</sup> June.**

Application forms must be completed although you are welcome to also submit a covering letter and CV.

All applications to be submitted electronically, as PDF documents.

Please save each file in the following.

YourNameApplicationForm.pdf

YourNameCV.pdf

YourNameCoveringLetter.pdf

Application and further enquiries to:

**Marie McNulty**

**Business Development Lead Officer**

**Email: [marie@gsabiosphere.org.uk](mailto:marie@gsabiosphere.org.uk)**

**Tel: 07467 374963**

## JOB DESCRIPTION

<b>Post Title</b>	Business Engagement Officer
<b>Base</b>	Biosphere Officer St Johns Town of Dalry*
<b>Responsible To</b>	Biosphere Development Lead Officer
<b>Gross Salary</b>	£27,050 – £29,215 per annum
<b>Pension Contribution</b>	Employer contribution of 8% of salary
<b>Contract Period</b>	Contract will extend until end of March 2025
<b>Contract Hours</b>	Full-time (37.5 hours per week) It may occasionally be necessary to attend meetings out with normal working hours (for which time off in lieu will be given).

### Job Purpose

The post holder will be responsible for carrying out business engagement and creating opportunities for business collaborations and growth, building on the sustainability credentials of the Galloway and Southern Ayrshire UNESCO Biosphere designation.

### Principal Duties.

- Providing support and networking opportunities to local Businesses on how they can use the UNESCO Biosphere designation.
- Supporting the promotion of the UNESCO Biosphere to businesses through one-to-one engagement, presentations, workshops and events.
- Supporting expansion and the delivery of the Biosphere Certification Mark scheme.
- Promotion and delivery of the Biosphere Proud Supporter Scheme
- Promotion and delivery of the Biosphere Sustainable Events Charter
- Supporting the development of sustainable working practices for Biosphere businesses.
- Supporting the development of sustainable tourism initiatives and business collaborations
- Maximising the marketing opportunity, the UNESCO Trail for Scotland brings to Biosphere businesses.
- Engagement of key business sectors e.g., tourism, food and drink and creative industries in support of the delivery of the Certification Mark
- Engaging local business support services in recognising the value of the UNESCO Biosphere designation.
- Supporting income generation opportunities
- Contribution to the marketing efforts of the business team. E.g., Production of business news articles/website content/social media.

No Job Description can be entirely comprehensive, and the post holder will be expected to carry out other duties from time to time that are commensurate with the above responsibilities and determined by the Board of Directors.

We are committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. We welcome applications from everyone, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality and ethnic or national origin), religion or belief, sex and sexual orientation.

\*Within a year, the office base will be St John's Town of Dalry where, subject to Covid restrictions, the team will be expected to work from together for two days a week. Until then, the team will work from Kirroughtree Courtyard for one to two days a week. The other days are likely to involve 'agile working' meeting with local stakeholders, hot desking at partner organisations or the option of working from home.

*NOTE:*

***If you don't fulfil all the essential criteria but can identify clear skills development, then we may be able to support you through a 6-month development, transitioning to the full position at the end of the period.***

## BUSINESS ENGAGEMENT OFFICER: PERSON SPECIFICATION

Requirements <i>Essential (E) or Desirable (D)</i>	E	D	Requirements <i>Essential (E) or Desirable (D)</i>	E	D
<b>1. Education and Training</b>	Score		<b>4. Knowledge</b>	Score	
<ul style="list-style-type: none"> <li>Degree level qualification</li> <li>Ongoing commitment to CPD</li> <li>Highers or equivalent</li> </ul>	E	D	<ul style="list-style-type: none"> <li>Sustainable Business Practices</li> <li>Marketing</li> <li>Social Enterprises/Community Businesses</li> <li>Challenges affecting Rural Communities</li> <li>Tourism Sector</li> <li>Food and Drink Sector</li> <li>Creative Industries Sector</li> <li>Retail Sector</li> </ul>	E	D
<b>2. Experience</b>	Score		<b>5. Personality Factors</b>	Score	
<ul style="list-style-type: none"> <li>Minimum of 2 years relevant experience in Business Engagement/Business Development</li> <li>Experience of engaging with and supporting small businesses.</li> <li>Developing and supporting businesses networks</li> <li>Supporting businesses to operate more sustainably.</li> <li>Delivery of presentations and workshops</li> <li>Working with key stakeholders, public and third sector agencies</li> <li>Securing grant funding</li> <li>Project management</li> <li>Working to deadlines</li> </ul>	E	D	<ul style="list-style-type: none"> <li>Confident and enjoy engaging with new people.</li> <li>Team player</li> <li>Enthusiastic</li> <li>Pro-active</li> <li>Resilient</li> <li>Commitment to sustainability</li> </ul>	E	D
<b>3 Skills and Abilities</b>	Score		<b>6. Other Requirements</b>	Score	
<ul style="list-style-type: none"> <li>Full suite of Microsoft packages</li> <li>Relationship Building Skills</li> <li>Good written communication skills</li> <li>Good verbal communication</li> <li>Self management skills</li> <li>Planning and Research skills</li> </ul>	E	D	<ul style="list-style-type: none"> <li>Flexible approach to work duties</li> <li>Observe requirements for confidentiality.</li> <li>Driving License &amp; willing to drive</li> </ul>	E	D

## **TERMS AND CONDITIONS**

### **Pension**

All staff will be automatically enrolled into a suitable Workplace Pension Scheme if eligible. The employer will contribute 8% to the Workplace Pension Scheme provider, which is dependent on a minimum 5% contribution from the employee.

### **Annual Leave**

All staff will receive 25 days annual leave rising after three years to 30 days.

### **Bank Holidays**

All staff will receive 4 floating bank holiday days which are added to their annual leave entitlement.

All staff will receive 4 fixed days bank holiday days covering Christmas and New Year.

### **Overtime**

There is no paid overtime available however "time off in lieu" is given for working outside regular office hours.

### **Notice and Probation**

All new staff are required to complete a three months' probationary period during which time 1 weeks' notice to terminate employment can be given by either side and/or the probationary period extended.

At the end of the probationary period a minimum of one month's notice, in writing is required from either employee or employer. This will increase by one week's notice per full year worked after four years' service up to a maximum of 12 weeks.

### **Mileage**

Access to a vehicle is required with business mileage available at currently £0.45/mile, in line with HMRC guidance.