



Department for International Trade

JOB DESCRIPTION

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Edgbaston
Birmingham
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Registered in England: OC318340

WM Version: JD/LEP Cluster/Marches LEP /Jul 20 v1

Title:	Cluster Adviser – Food & Drink – The Marches LEP
Salary Range:	Circa £ 32,000 to 36,000pa - dependent on experience (Fixed Term Contract to 31/03/2021)
Location:	Located within Shropshire Chamber of Commerce
Purpose of Role:	To increase the volume and/or capability of exporters within a Local Enterprise Partnership with the specified cluster area by; 1. Concentrating on LEP level priorities within the Food & Drink cluster 2. Identifying global opportunities within the cluster by working in partnership with the DIT cluster team/s 3. Delivering a cluster campaign including 4 cluster events to promote the cluster opportunities. 4. Mainlining a portfolio of cluster clients to delivery export growth strategies 5. Effectively connecting clients into the wider DIT offer by making referrals to all aspects of the service including digital content, ITAs, DIT Internationalisation fund, overseas services and events/missions as appropriate to their needs
Key Responsibilities of the Role:	• Liaise with nominated LEP/Growth Hub representatives to agree local export priorities within the Food and Drink cluster • Develop proactive strategies to address these priorities, liaising the regional DIT Delivery Partner • Work closely as part of the Growth Hub team ensuring colleagues are regularly updated on the DIT offer • Develop and maintain a good working knowledge of local business support, referring clients to local programmes that meet their needs • Create beneficial relationships with local partners that support appropriate inward referrals to export support activity, involving the regional Partnership Manager as necessary. • Work closely alongside the ITA teams, sharing information and looking for opportunities to add value, minimise duplication and ensure appropriate clients are referred on to specialist or High Potential support. • Ensure all appropriate data is captured on Datahub, the DIT Client Relationship Management system. • Identify subjects for potential case studies and liaise with them and the Regional Communications Manager • Work with the Regional Business Development Manager as required to set up and manage appropriate events activity ensuring it meets branding and delivery guidance. • Attend DIT team meetings as requested. • Undertake continuous personal development to meet DIT standards. • Any other duties as can be required.

	To adhere to the competencies and conducts outlined in annex A
Key Relationships:	Internal: WMIT LLP SMT, DIT Midlands Regional Team, LEP, DIT Regional International Trade Advisers, Regional Chambers of Commerce International Trade Teams.
	External: SMEs; Universities; Science Parks; Various Intermediary organisations; DIT Sector Teams etc.
Person Specification:	Qualifications/Experience required: A minimum of five years previous senior management experience within the Food & Drink cluster in a target driven business development or commercial role.
	Skills / Knowledge / Personal Qualities Required: - Sound general knowledge with an awareness of issues affecting UK economy and especially business. - Business awareness – company finance and structure; mechanics of exporting. - Must be able to demonstrate drive, commitment and flexibility in achieving challenging targets. - Must have a general understanding of the DIT regional & worldwide networks and its services for UK Businesses. - Good knowledge and strong understanding of local partners, stakeholders and key agencies involved in economic development, and business support programmes available to businesses including government /public sector and EU funding. - Excellent relationship management skills and effective communication skills at multiple levels, particularly at senior management and CEO level. - The ability to analyse, collate, interpret and present data - Excellent IT and integrated business technology skills - Ability to organise and prioritise - Ability to manage multiple projects within timescales <i>Also see DIT's International Trade Adviser Core Competencies in Annex 1 attached which form part of this Job Description.</i>
Declaration:	This is a description of the job as it is at present. It is the practice of West Midlands International Trade LLP & DIT to review the job descriptions of funded posts from time to time to ensure that they relate to the job as then being performed or to incorporate whatever changes are being proposed.
Employer:	West Midlands International Trade LLP (WMIT) delivers DITs services in the West Midlands services through the 6 local Chambers of Commerce, As such funding for this role is provided by WMIT to <u>the Shropshire Chambers of Commerce</u> who will be the employer for this role.

COMPETENCIES**a. International Business Awareness**

Understands and communicate the key business issues affecting the profitability and growth of an enterprise, along with the factors leading to success in doing international business. Has sufficient knowledge of the strategic choices, practical process and current issues (such as WTO, security, etc) to be credible with clients

b. Client Focus & Service

Exceeds client expectations and delivers to the highest standard. Client-centred, does not compromise the real client need in order to achieve a 'sale' or output. Manages expectations, acts as a sounding board for clients, encourages them and provides clarity and direction when uncertain.

c. Developing and Maintaining Relationships

Actively builds professional and effective working relationships with clients and maintains them over time. Takes actions that demonstrates consideration of feelings and needs. Actively participates as a full member of a team, effectively contributing and sharing information even when it is of no direct personal interest.

d. Communicating

Able to express ideas clearly, both verbally, face-to-face, by telephone, and in written communications and actively listen to others

e. Influencing and Negotiating

Aims for a win-win outcome and is able to convince others of their own point of view. Maintains a network of contacts to develop own skills and knowledge as well as provide a source of help and leads. Actively influences events, rather than passively accepting them, sees opportunities, acts on them and originates action

f. Planning and Organisation

Able to accomplish the goal by efficiently establishing an appropriate course of action for self and others & making efficient use of resources.

g. Analytical Thinking & Problem Solving

Effective in identifying problems, seeking pertinent data and recognising important information to solve complex problems and deal with new issues. Chooses the best course of action by considering all available information, strategy and stakeholders.

h. Personal Conduct & Development

Proactively seeks to develop their own performance as an ITA through obtaining feedback and seeking opportunities for professional development.

ASSESSMENT & PROFESSIONAL DEVELOPMENT

International Trade Advisers are required:-

- To have the Knowledge and Experience described in the person specification above., and to demonstrate the Competencies detailed in the competencies above and to successfully completing an Assessment Centre prior to employment.
- To be re-assessed against the Competencies above every two years.
- To maintain and update their knowledge of international trade by gaining membership of the Institute of Export and successfully following the Institute's Continuing Professional Development programme.

International Trade Adviser Conduct

The following is a guide to the behaviour expected from an International Trade Adviser.

1. Observe high standards of personal honesty and integrity, and act impartially.
2. Must not lay themselves open to suspicion of dishonesty.
3. Discharge duties reasonably, comply with the law, including international law and treaty obligations and uphold the administration of justice.
4. Deal with the affairs of the public sympathetically, efficiently, promptly and without bias or maladministration.
5. At no time engage in activities that might bring discredit on the Department for International Trade or the Secretary of State for International Trade.
6. Should not misuse their position or information acquired in the course of their duties to further their private interests or those of others.
7. Must not put themselves in a position where their duty and private interests conflict or cause such suspicion.
8. Must not make use of their position to further their own or others' private interests.
9. May not engage in consultancy work on behalf of any company with which DIT has a contractual relationship or some other close official relationship.
10. Must not accept gifts, hospitality or benefits of any kind from a third party that might be seen to compromise their personal judgement or integrity and should consider very carefully propriety or possible conflict of interest.
11. Neither the International Trade Adviser nor any member of their family should accept a gift or hospitality, which would, or might, appear to place the officer under any obligation to the donor, compromise their impartiality or otherwise be improper.
12. Before accepting any hospitality, the International Trade Adviser should be satisfied that it is conventional hospitality, normal and reasonable in the circumstances, is in the interest of the carrying out of the project and will contribute to its objectives. Also consider
 - The perceived value and whether it will give rise to criticism
 - The frequency - is it more than would be regarded normal
 - The potential for embarrassment
 - The nature of any relationship with the International Trade Team
 - All hospitality must be registered.
13. Ensure their attitude towards others carries no trace of unfair discrimination affecting working relationships, behaviour or judgement. Habit and lack of thought is no excuse.
14. All staff have the right to be treated with dignity and respect whilst on carrying out their duties or on the Company's or UK Trade and Investment's premises. Harassment or bullying in any form is totally unacceptable. ITAs are expected to treat each other with dignity and respect.