

## JOB DESCRIPTION AND PERSON SPECIFICATION

Job title	Account Manager
Reporting to	Reporting directly to the Head of Business Growth, indirect reporting relationship to the Regional Head of Business Growth, Entrepreneurship and Programmes
Direct Reports	None
Grade	D
Location	Lerwick

### Position overview

Highlands and Islands Enterprise (HIE) is the Scottish Government's economic and community development agency for a diverse region which covers more than half of Scotland. HIE aspires to generate sustainable economic growth in every part of the Highlands and Islands through supporting innovation, investment, internationalisation and inclusive growth.

As the Scottish Government's economic development agency for the Highlands and Islands, HIE's pursuit of Scotland's Economic Strategy recognises the critical importance of support to businesses. Account management lies at the heart of HIE's delivery of support to achieve business growth through investments and products tailored to help businesses develop more quickly and with increased scale and impact. Support is focused on businesses in sectors that are in line with HIE's overall strategic objectives and key to the delivery of local team plans.

The range of support to businesses, social enterprises and communities is significant and includes specialist advice and financial assistance with transformational business projects, the full range of business activities including international trade, R&D, innovation, skills training, business advice, leadership and entrepreneurship, business start-up, graduate placement programmes and the provision of property.

Our aspiration is to maximise the use of digital to deliver services more effectively to our wider client group enabling more in depth and focused support to be given to clients demonstrating the greatest growth potential.

In this key role, you will provide account management support to a portfolio of clients on a mainly reactive and transactional basis in order to achieve business growth and impact in the local economy.

Support will be mainly through the appraisal of projects which will require to demonstrate a business case for HIE investment. It may be necessary to work across boundaries as required.

The role of account managers will include an element of sectoral work as it is key to delivering HIE's objectives through our engagement with clients.

A key part of this role will be to bring fresh thinking to HIE's work in this field, and help create a customer focused business that is responsive and proactive; working with the senior leadership team to set an organisational climate in which staff resources are aligned and empowered to pursue HIE's remit, encouraging innovation and creativity.

### Key responsibilities

1. Work as part of the Shetland Business Growth team to support colleagues and help deliver team objectives
2. Support a defined client portfolio to help stimulate business growth in the local economy
3. Engagement with the client to keep abreast of the business needs and immediate requirements
4. Effective management and monitoring of the client portfolio, in conjunction with local area management and input from colleagues across HIE
5. Work inclusively with Business Gateway as a potential feed-stock into account management
6. Identify opportunities for one-to-many events, workshops etc.
7. Undertake evidence gathering to enable the commencement of project appraisal, leading to the completion of a formal paper with key recommendations requiring a decision on potential funding support
8. Work with HIE colleagues and external partners, using products and services where appropriate, to develop pragmatic solutions to help clients achieve business growth
9. Actively manage client relationships ensuring that all potential points of contact and influence are being served appropriately
10. Analyse the client's business proposition and assess the basis for any HIE engagement
11. Lead client-facing interaction and projects, managing client expectation where the majority of engagements will be less complex
12. Create and maintain an effective business network to gather local economic intelligence with stakeholders and public-sector enablers
13. Identify opportunities for new or improved uses of digital technology to service locally significant clients
14. Where necessary, participate as a member of an account team working collaboratively with cross functional/sector/specialist teams to anticipate and deliver solutions to meet client requirements
15. To promote a climate of accountability, openness, collaboration and innovation
16. To ensure appropriate compliance with all aspects of HIE governance, including risk management and HIE audit and compliance requirements
17. To ensure optimum use of internal management systems
18. To take responsibility for own learning and development, keep continuous professional development (CPD) records up to date

For developmental or operational reasons, this role may occasionally contain some elements of work that are either more or less demanding than described above.

### Salary and benefits

We aim to appoint at the minimum end of the salary scale to allow progression throughout the grade range.

This post comes with a competitive benefits package including: contributory staff pension arrangements which includes life assurance, generous annual leave entitlement, employee assistance programme and a variety of flexible benefits, e.g. cycle to work scheme, gym subsidy and other staff discounts.

### Our commitment to equality and diversity

We are committed to recruiting, promoting and developing our people solely on the basis of their ability to contribute to HIE's objectives, without regard to their gender, race, disability, religion, national origin, ethnicity, sexual orientation, age or marital status.

HIE employs staff in offices across the Highlands and Islands and other locations in Scotland, encourages flexible working and seeks to employ people with different ideas, styles and skill sets, each able to contribute in complementary ways. This diversity engenders a richer, more creative environment – one in which our people develop and clients are served better.

This diversity and the sharing of knowledge, skills and experience make us a stronger organisation. These are qualities we value and continue to enhance.

KEY CRITERIA	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>▪ Educated to degree level in business economics or a related subject, or equivalent relevant experience</li> </ul>	<ul style="list-style-type: none"> <li>▪ Further/Higher Education Qualification in a relevant discipline</li> </ul>
Work experience	<ul style="list-style-type: none"> <li>▪ Relevant business experience or technical skills e.g. business start-up &amp; business development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience in account management or relationship management role</li> </ul>
Skills and abilities	<ul style="list-style-type: none"> <li>▪ Good customer relationship skills</li> <li>▪ Good analytical and presentation skills</li> <li>▪ Good communication and report writing skills</li> <li>▪ Strong knowledge of the make-up of the local economy, the key drivers and the opportunities and challenges to effect change across a wide business spectrum</li> <li>▪ A client centred and solutions focussed approach</li> <li>▪ Local business insight, coupled with an interest in business growth and development</li> <li>▪ Personal commitment and enthusiasm for your own continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Gaelic language skills (speaking, reading or writing)</li> </ul>
Job circumstances	<ul style="list-style-type: none"> <li>▪ Willing to work out of office hours if required and flexible around travel</li> <li>▪ Self-disciplined, able to work without supervision</li> <li>▪ A current UK driving licence and access to a vehicle</li> </ul>	

HIE has equal respect for Gaelic and English. We welcome any communication in Gaelic. We will respond to Gaelic communication just as quickly as we respond in English. Tha spèis cho-ionannachd aig HIE airson na Gàidhlig agus na Beurla. Tha sinn a' cur fàilte air conaltradh sam bith anns a' Ghàidhlig. Freagarraidh sinn conaltradh sa Ghàidhlig ceart cho luath 's a fhreagras sinn sa Bheurla