

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title	Account Manager (locally significant)
Reporting to	Direct report: Head of Business Growth – Inner Moray Firth Indirect report: Director of Service Delivery
Direct Reports	None
Grade	D
Location	Inverness – Inner Moray Firth area team Requirement for business travel across the HIE region and occasionally other areas
Duration	Fixed term to 31 st March 2022

Position overview

Highlands and Islands Enterprise (HIE) is an ambitious organisation with a unique remit from the Scottish Government that integrates economic and community development. With around 300 staff, HIE supports hundreds of businesses and social enterprises across the Highlands and Islands.

HIE works in a diverse region covering more than half of Scotland's land mass. HIE's three priorities are to: grow successful, productive and resilient businesses; create the conditions for growth; and build strong, capable and resourceful communities.

HIE's vision is for the Highlands and Islands to be a highly successful, inclusive and prosperous region in which increasing numbers of people choose to live, work, study and invest.

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 sectoral support, international

trade, research and development, innovation, skills training, business advice, leadership and entrepreneurship, business start-up, graduate placement programmes and 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.

A key part of this role will be to bring fresh thinking to HIE's work in this field and make a positive contribution to HIE's continuous development as a progressive organisation where staff are empowered to use their full potential to benefit Scotland's economy. This is in line with our people values.

Role overview

In this key role you will provide intensive account management support to a defined portfolio of clients on a mainly reactive and transactional basis in order to achieve business growth and impact in the local economy. Support will mainly be 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/should include an element of sectoral work as it is key to delivering HIE's objectives through our engagement with clients.

Client based and indicative workload

There will be a dedicated cohort of approximately 20 account managers responsible for the delivery of the high growth/business development segment of the client portfolio with an optimum caseload ranging in general from nine to fifteen.

Account managers based in Inner Moray Firth (IMF), Moray, Caithness and parts of Lochaber, Skye and Wester Ross (LSWR), will be required to work across boundaries. This will also be an expectation in other teams, where relevant, or to provide additional experience or expertise.

Key responsibilities

1. Work with a defined client portfolio to support opportunities for business growth in the local economy
2. Engage with clients to keep abreast of the business needs and immediate requirements
3. Effectively manage and monitor the client portfolio along with local area management and input from our Business Growth directorate
4. Work inclusively with Business Gateway as a potential feed-stock into account management
5. Identify opportunities for "one to many" events, workshops etc.
6. 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
7. Work with HIE colleagues and external partners, using products and services where appropriate to develop pragmatic solutions to help clients achieve business growth

8. Actively manage client relationships, ensuring that all potential points of contact and influence are being served appropriately
9. Analyse the client's business proposition and assess the basis for any HIE engagement
10. Lead client-facing interaction and projects, managing client expectation where the majority of engagement will be less complex
11. Create and maintain an effective business network to gather local economic intelligence with stakeholders and public-sector enablers
12. Identify opportunities for new or improved uses of digital technology to service locally significant clients
13. Promote a climate of accountability, openness, collaboration and innovation
14. Ensure appropriate compliance with all aspects of HIE governance, including risk management and HIE audit and compliance requirements
15. Ensure optimum use of internal management systems
16. 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.

Account team approach

1. Lead and/or 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.
2. Motivate and set task direction for cross functional/sector/specialist account teams without direct hierarchical control.

Knowledge, skills and experience

1. Relevant business experience or technical skills e.g. commercial development, business start-up, business development, business funding, internationalisation, innovation, specific industry or sector experience etc.
2. Educated to degree level in business, economics or a related subject, or equivalent relevant experience
3. Ability to work with a range of business across multiple industry sectors
4. Ability to build strong relationships, develop trust, openness and influence
5. Ability to understand and anticipate clients' existing and future development needs
6. Fully conversant with financial tools, business metrics and strategic planning approaches
7. Highly numerate with outstanding analytical skills, able to interpret data and presenting it in a compelling and creative way
8. Problem-solving ability in relation to technically complex or conceptually abstract ideas
9. Outstanding written communication skills with the ability to write documents which are compelling, highly creative, engaging and unambiguous
10. Strong verbal communicator able to deliver high impact and creative presentations of complex solutions and concepts

11. Gaelic language skills would be desirable

The qualities you'll bring

1. A client and solutions-focussed proactive approach
2. Credibility, coupled with business insight and an intense interest in business growth and development across a number of sectors
3. Personal commitment and enthusiasm for your own continuing professional development

What can this role offer you?

1. The chance to broaden your skills and knowledge while delivering exceptional results for your clients and the economy
2. The opportunity to work with a variety of clients and colleagues, working collaboratively to achieve business growth
3. Tailored training programmes, experiential development opportunities, coaching and mentoring
4. Lasting impact – our work goes beyond getting the job done. We make a difference in developing sustainable economic growth within our communities, our region and the wider economy

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.