### JOB DESCRIPTION

**Analyst Developer, School of Computing and Communications**  
**Vacancy Ref:** N2785

<table>
<thead>
<tr>
<th><strong>Job Title:</strong> Business Support Officer – Lancashire Cyber Foundry</th>
<th><strong>Present Grade:</strong> 6</th>
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<tbody>
<tr>
<td><strong>Department/College:</strong> School of Computing and Communications (SCC)</td>
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<td><strong>Directly responsible to:</strong> Business Support and Project Manager (LCF)</td>
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<td><strong>Supervisory responsibility for:</strong></td>
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#### Other contacts

**Internal:** Business Relationship Officer, Technical Manager (LCF), Business Development Team, Knowledge exchange, Technology Transfer Managers, Head of Business Partnerships and Enterprise

**External:** SMEs in Lancashire, event venues, economic regeneration teams in local authorities, chambers of commerce industry cluster development staff and outreach, project staff from other ERDF programmes

## Major Duties:

The role of Business Support Officer will work under the direction of the Business Support & Project Manager to recruit and support businesses within the LCF programme in order to achieve ERDF targets. To contribute to the recruitment of businesses, contributing to the development of digital marketing material and support the businesses throughout the LCF programme as well as supporting the project’s event platforms.

The successful appointee must be able to work with the existing team, possess excellent interpersonal and communication skills and will be expected to work effectively using their own initiative.

The following areas cover the main duties:

### Managing Recruitment

- To develop, manage and build networks and relationships with partners and stakeholders in the region for the purposes of recruitment to the Lancashire Cyber Foundry project.
- To understand the regional business environment in which business support is delivered and funded.
- To help diagnose SME business support needs for the development and delivery of business support programmes e.g. workshops, guided research, studentships, and technical support.
- To work with the Business Relationship Office as the key link for the business community to other members of project team, partners and stakeholders communicating the needs of SMEs to influence programme design and delivery.
- To conduct client visits prior to any programme starting to assess suitability and to complete funding documentation.
- To represent the project team and the University at external and internal networking and other events that may require evening attendance.
- Identify and signpost clients onto further support available throughout the university, based on the diagnosis of clients’ needs

### Marketing Promotion and Event Management

- Marketing projects effectively by networking extensively with Regional Business Advisors and other intermediary organisations.
- To contribute to marketing campaigns to drive project recruitment. Actively contribute to the content of newsletters, briefs and publicity material. Improve awareness by making presentations to appropriate audiences. e.g. following up enquiries and providing information.
• To contribute to the production of the digital media and lead the social media engagement activities.
• To work with the Marketing and Communications team and Business Support and Project Manager to develop a delivery plan for the effective recruitment and marketing of the project, including marketing materials.
• To contribute at promotional events to and other activities both internally within the university and externally to the local community.
• Represent the work of the project team at business events and activities to describe projects, content, process and structure.

General Administration

• To confirm SME beneficiary’s suitability for projects and completing relevant funding documentation.
• To take responsibility for ensuring events and workshops programme is delivered to meet the needs of regional SMEs whilst satisfying funder’s audit and compliance requirements.
• Produce any relevant documentation / reports in line with requirements of the funding body as directed.
• Ensure that SME beneficiaries are aware of ERDF funding criteria and requirements, and to be responsible supporting the project team with the collection of necessary paperwork associated with the relevant funding body.
• Act as key contact to support the businesses in preparing project briefs and programme paperwork for student consultancy projects.
• Support project staff as necessary in the timetabling and organisation of business support programmes.
• Provide support and cover for other members of the team during busy periods and holiday times.
• Undertake any necessary training and development.

Other Duties

• To help seek out best practice of other Lancaster University knowledge exchange activities, also in other similar HEIs, Local Authorities and private sector initiatives and help translate these into viable InfoLab21 in-house solutions.
• To carry out any other duties consistent with the nature or grading of the role as required.

This role is part-financed by the European Regional Development Fund