

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>11BF</b>	<b>Role Title</b>	<b>Made Smarter - Organisation and Workforce Development Advisor</b>
<b>Grade</b>	PS11	<b>Reports to (role title)</b>	<b>Made Smarter - Strategic Programme Manager</b>
		<b>Directorate/School</b>	<b>Place</b>
<b>JE Band</b>	439-518	<b>Service/Department</b>	<b>Economy &amp; Growth</b>
		<b>Date Role Profile was created</b>	<b>Jan-25</b>

## Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

<b>Role Purpose</b> including key outputs	<p>Three Organisation and Workforce Development Advisers (OWDAs) will form the Made Smarter Adoption South East Programme's Organisational and Workforce Development (OWD) team. The role of the OWDA's will be to deliver organisational and workforce development advice and support to a portfolio of eligible manufacturing small and medium-sized enterprises (SMEs) from across the South East of England (excluding London) as part of the Made Smarter Adoption programme. This will involve providing workforce development and skills-related advice which will assist the SMEs to transform their business through the adoption of Industrial Digital Technologies (IDT's) and to ensure that leaders and other staff are able to adapt to the increasing use of IDT. The role will involve working closely with the programme's Technology Adoption Specialists (TAS'), who will provide advice to the SMEs on the technical aspects of IDT adoption.</p> <p>Key elements of the role will include providing specialist bespoke advice to participating SMEs on a one-to-one basis, delivering the programme's Leading Change for Digital Champions (LCDC) programme, and overseeing the programme's IDT internship programme. There will also be a requirement to work with the TAS' to identify suitable delegates for the Made Smarter Adoption programme's LCDC, Leadership and Management, and IDT internship interventions.</p> <p>Alongside the TAS', the OWDA's will represent the Made Smarter Adoption programme in the South East, promoting it to businesses, partners (including from the education and knowledge sector), businesses representative organisations and networks, and intermediaries.</p> <p>There are three full-time positions available, working together strategically across the South East geography to engage and support businesses through the programme. This geography encompasses the following Upper Tier Authority (UTA) areas: Berkshire, Brighton, Buckinghamshire, East Sussex, Hampshire, Kent, Medway, Oxfordshire, Solent (incorporating the Isle of Wight, Portsmouth and Southampton), Surrey, and West Sussex.</p> <p>Each of these UTA's represents a strategic partner within the Made Smarter Adoption South East programme, and engaging with them and their business support ecosystems will form a component of the role.</p> <p>The OWDA's will work remotely, visiting businesses in their caseload regularly and meeting with the rest of the team in person regularly. Travel across the region will be required but depending on the location of the successful candidates, there may be scope for individual OWDA's to concentrate the majority of their activity within a broad geographical area of the South East (e.g. West or East). All posts are up to 12-month fixed term contracts, with the possibility for extension subject to ongoing Made Smarter Adoption funding into 2026/27 and beyond.</p>
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<b>Work Context</b>	<p>This post is responsible for:</p> <ul style="list-style-type: none"> <li>- Contributing directly to the successful delivery of the Leadership and Management outputs and IDT Internships</li> <li>- Handling OWD-related enquiries from applicant SMEs in order to assess their eligibility and suitability for further support</li> <li>- Supporting (alongside the TAS') technology diagnostic workshops at the SMEs' premises</li> <li>- Supporting the TAS' to create an action plan (IDT Transformation Roadmap) that directly responds to these opportunities, sets success metrics to measure against, introduces best-practice and identifies further specialist support services.</li> <li>- Identifying the specific OWD requirements of each participating SME (through ongoing liaison with the TAS') as part of their IDT adoption, including their appropriateness for the following programme components as required: Leadership and Management, LCDC, IDT internship</li> <li>- Support the SMEs to implement the IDT Transformation Roadmap, including providing ongoing bespoke one-to-one OWD advice and facilitating access to specialist support services where appropriate.</li> </ul> <p>The role will support the delivery of the LCDC course (contracted to a delivery partner) and be responsible for the KPIs related to the IDT Internship programme – this will involve liaison with students, recent graduates and higher education institutions to enable suitable identification, matching and support of placement candidates to relevant IDT SME projects, as well as ongoing monitoring of these placements and their impact.</p> <p>You will work with multiple stakeholders including regional skills representatives, local authorities, universities, FE Colleges and other training organisations and professional bodies to support national rollout of the Made Smarter Adoption South East programme.</p> <p>OWDAs will be expected to attend business events regularly, developing and maintaining a network of business and professional contacts that generate new leads and referrals for the programme. They will ensure customer enquiries and partner referrals are correctly recorded on the Customer Relationship Management (CRM) system and contribute to all monitoring and reporting required by the funder. They will adhere to the Made Smarter Adoption South East programme's core principles: Additionality; Efficient Delivery; Impact, Learn and Showcase; and Geographically Fair and Transparent.</p>
<b>Line management responsibility</b> if applicable	<p>The postholder will have responsibility for external and internal stakeholder management and may manage direct reports if required.</p>
<b>Budget responsibility</b> if applicable	<p>The postholder will support the Strategic Programme Manager to inform the delivery of innovation and economic growth budget allocations.</p>
<b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family	<p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Advise on the analysis and interpretation of data, identify trends and test solutions, present results and put forward recommendations to support the resolution of issues and support decision making.</li> </ul> <p>Service Delivery</p> <ul style="list-style-type: none"> <li>• Review the operations of the teams to identify improvements in systems, processes, procedures and working methods, and propose changes to secure greater efficiency and compliance.</li> <li>• Apply specialist/professional expertise and use judgement to make decisions where solutions are not obvious, to deliver services that meet customer requirements and service standards.</li> <li>• Ensure professional and quality service standards are maintained and applied within their area of activity.</li> </ul> <p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Lead or contribute to the operation of an efficient and effective service ensuring the work of the team supports service plans and that necessary resources are secured.</li> <li>• Lead major projects and reviews within a defined area of work to support and enhance service delivery.</li> </ul> <p>Finance/Resource Management</p> <ul style="list-style-type: none"> <li>• May monitor, analyse and manage delegated budgets, funding and resources in accordance with organisation's policies and procedures.</li> </ul> <p>Work with others</p>

	<ul style="list-style-type: none"> <li>• Liaise internally and externally to ensure the department/service issues are appropriately represented and acted upon.</li> <li>• Work with managers, service representatives and partners to identify and apply cost effective means of delivering improvements to business processes and strategies.</li> </ul> <p>People Management</p> <ul style="list-style-type: none"> <li>• Directly or matrix manage a diverse group of staff to ensure the successful delivery of a service.</li> <li>• Monitor and support the performance management and development of team members using a coaching approach, to support individual development and ensure that individual contributions are maximised.</li> </ul> <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality &amp; Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety &amp; Welfare: To be responsible for ensuring health &amp; safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent, or significant vocational experience showing development in a series of progressively more demanding relevant work/roles.</li> <li>• Professional qualification or evidence of high. level understanding of relevant business disciplines.</li> <li>• Extensive and comprehensive knowledge of computerised business systems, able to promote the use of IT systems within the service (some roles).</li> <li>• Extensive knowledge of principles, practices, and procedures relating to business planning and financial and organisational management.</li> <li>• Proven written and oral communication and interpersonal skills with established negotiation and influencing skills and the ability to work collaboratively with internal and external partners/professionals.</li> <li>• Ability to understand, meet and exceed customer expectations.</li> <li>• Proven problem solving skills with the capacity to devise and implement innovative solutions.</li> <li>• Proven ability to manage a wide range of complex projects or programmes.</li> <li>• Significant work experience at management level in one or more relevant specialist areas.</li> <li>• Demonstrable experience in successful recruiting, managing, coaching and developing of staff.</li> </ul>
<b>Details of the specific qualifications and/or experience if required for the role in line with the above description</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>- Significant understanding and technical knowledge of organisation and workforce development, particularly in relation to manufacturing sector SMEs and related to the adoption or transformation of digital technologies</li> <li>- Practical experience of diagnosing business needs in relation to organisation and workforce development (or similar experience within a HR/OD environment), ideally regarding the adoption or transformation of digital technologies, and agreeing effective strategic business action plans</li> <li>- A track record of delivering organisation and workforce development programmes and/or advice to businesses, including in-depth one-to-one provision and one-to-many workshops – ideally covering IDT-related subjects and including manufacturing sector businesses</li> <li>- Evidence of experience of working with senior management in the manufacturing sector, or other sectors, with product/service/process design and development expertise from conception to commercialisation</li> <li>- Experience of engaging with organisations related to the skills agenda, including HEIs, FE colleges and training organisations</li> <li>- Understanding of the national and regional digital skills arena, including funded / non funded provision</li> <li>- Ability to deliver quality outcomes in a fast paced, target driven operational environment</li> <li>- Excellent communication and networking skills – written, oral and broader presentation skills</li> </ul> <p>Desirable</p> <ul style="list-style-type: none"> <li>- Experience of delivering or supporting an internship programme for businesses</li> <li>- Experience in managing multiple stakeholders from both the private and public sector</li> <li>- A good understanding of CRM systems and other related IT skills</li> <li>- Accreditation by a business support body (for example, SFEDI)</li> </ul>
<b>Role Summary</b>	<p>Roles at this level typically have significant management responsibility either for a large team or coordinating sub functions within a service, and/or will provide professional, specialist or high level technical advice, direction and input across a wide range of activities. They require a conceptual understanding of a technical, professional or specialised field, and job holders require the knowledge and experience to handle and resolve complex issues, anticipate problems and recommend solutions. There will be a requirement to plan and organise own and/or team activity over a significant time scale and coordinate work with associated functions. They will typically be required to influence/motivate others both inside and outside immediate reporting lines, including external stakeholders, and have a primary role in setting service levels. They ensure that their services achieve the agreed financial and service standards, and will have professional autonomy and discretion within operational policies and practice guidance.</p>
<b>Reference Number</b>	BM-2025-010