 

**SERVICE SPECIFICATION**

**E-Business Adviser**

**About the programme**

The **LONDON E-Business Support Programme**, delivered by **Enterprise Enfield** and funded by the UK government through the UK Shared Prosperity Fund, offers free support to **small and medium sized business owners to engage with and understand how to use digital technology to: boost their online presence; improve efficiency; attract more customers; enhance their sustainability and future growth.** 1,103 SMEs will be assisted across London over a period of 2 years.

The programme offers SMEs access to an E- Business Adviser – as well as a range of workshops and webinars – to help them get to grips with digital tools and technology to include support to:

* Boost their business sales and customers
* Enhance their business online presence
* Maximise website search engine ranking (SEO)
* Harness the power of email marketing and social media
* Understand how to use online sales platforms
* Tap into new sales with ecommerce / online payments
* Improve customer service and Customer Relationship Management (CRM)
* Learn how to use e-accounting to improve their business efficiency
* Find safer data security and back up systems

# Support to be Provided by Advisers:

* Services to be provided need to be flexible
* Services will be required to be delivered to SMEs trading in London and can be online
* Support hours/days must be booked to suit the project activity and therefore will be irregular
* Prospective Service Providers must be either a Limited Company, a Partnership, or registered with HMRC as self-employed/Sole Trader to be eligible for support
* Services to be provided are to be charged on an hourly basis, exclusive of VAT
* Travel costs incurred by the Service Provider are not reimbursable

# Service Start and End Dates

* Service Provision to commence in June 2024
* Service Provision to end in March 2025
* Enterprise Enfield can give 30 days’ notice to end this Agreement at any time

# Key Relationships

* Reporting to Senior Business Adviser/Programme Manager at Enterprise Enfield
* Liaise with SMEs
* Liaise with other relevant Enterprise Enfield Project Delivery staff

# Service Overview

* To book and undertake completion of Registration Form, a Business Diagnostic/ Digital Audit and support clients to create a Digital Business Plan
* Assist clients with follow up meetings to develop their digital skills and knowledge
* Support clients and their staff to effectively implement/adopt new technology and enter new markets
* Manage client service delivery and maintain professional relationships
* Delivery of expert advice and support in-person or online, which could include: one-to-one meetings as well as group seminar-workshops.
* Delivery of follow-up actions to support clients within the agreed timeframe
* Key project documentation to be digitally signed by the client
* Key documentation to be accurate and meet compliance
* Provide evidence for project outputs, outcomes and impacts.
* Monthly Report progress to SBA/PM

# Service Provider Specification – E-Business Adviser Knowledge and expertise:

* Experience as a Digital Marketing Specialist
* Experience / knowledge of digital marketing plans and social media platforms
* Knowledge of SEO / website analytics
* Knowledge and experience of e-commerce / online payments / e-accounting
* Knowledge of cyber-security, data management (including GDPR)

# Knowledge and expertise in Business Support:

* Experience of delivering SME business support on government funded programmes
* Experience of completion of key SME business support documentation to meet funders compliance
* Experience of providing advice / support to SMEs in person and online
* Experience of providing regular progress reports to project manager/team
* Excellent written and verbal communication skills
* Ability to prioritise workload and to deliver within specific timeframes to achieve deadlines
* Adhere to all relevant policies/procedures for health and safety, quality management, and equalities
* Pursues personal development of skills/knowledge necessary to perform the role effectively
* Ability to represent the project as required

