The Prince's
Responsible
Business Network

BUSINESS
IN THE
COMMUNITY

JOB DESCRIPTION

Role	**Business Connector**
Department	Click here to enter Department's Name
Contract	Flexible secondment terms
Hours	Flexible hours per week/ month
Location	Click here to enter location of office / Home working but regular travelling to XXX will be required

Who we are

We exist to build healthy communities with successful businesses at their heart. Business in the Community – the Prince's Responsible Business Network - is a business-led membership organisation made up of progressive businesses of all sizes who understand that the prosperity of business and society are mutually dependent.

In the spirit of being a responsible business, our members are signed up to:

Being the best they can be in delivering social, environmental and economic sustainability across all areas of their business.

Join with other businesses to bring together their collective strength and be a force for good.

What we do

We set a course for responsible business.

We use our Responsible Business Map to guide members on a journey of continuous improvement, working across the whole responsible business agenda. From community engagement to employment, diversity and the circular economy, we offer expert advice and specialist resources, driving best practice by convening, sharing learning and recognising great performance across our influential Network.

Through participation in Business in the Community's ground-breaking campaigns and programmes, businesses can collaborate and help to bring about lasting change on a wider scale which benefits both business and society.

ROYAL
FOUNDING
PATRON

Royal Founding Patron: HRH The Prince of Wales
Chairman: Jeremy Darroch
Chief Executive: Amanda Mackenzie OBE

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Registered Office: 137 Shepherdess Walk, London N1 7RQ www.bitc.org.uk

BUSINESS CONNECTORS

- A Business Connector is a talented employee from either the private or public sector who is seconded to Business in the Community (BITC) to work across a specific city or area which is typically less advantaged and has greater social needs. This is a key element of BITC's Place Strategy.
- Initially they work to gain an understanding of any local strategic plans, initiatives, needs and strengths, BITC campaigns and local activities, to identify a plan, that outlines where and how they can add best value through helping create partnerships of mutual benefit for communities and local businesses to tackle social issues.
- Their focus will be on addressing the needs of the community and delivering against the most relevant Sustainable Development Goals, understanding that we will prioritise those which business has a clear role to contribute.
- Returning to their home organisation they take with them invaluable front-line insights to help shape their organisation's approach to being responsible, and enhanced skills and relationships built both locally and within the programme. They also provide an information source and role model for colleagues, helping to change the culture within their organisation.
- They are the face of BITC in the local community, championing responsible business practices.
- They will utilise BITC's approach to building healthy communities and make this core to their work. The Healthy Communities model asks us to: understand & identify, co-design, action, and review…communicating and engaging throughout.

The opportunity has proven clear and compelling benefits for:

- Seconding organisations making secondments to the programme
- The individuals seconded - in terms of personal and professional development
- The communities in which Business Connectors are working and their businesses trade
- BITC in extending its reach into communities

PURPOSE OF JOB

- The Business Connector will typically operate at both a strategic and neighbourhood level across their specific location

- Their role is to inspire motivate and encourage action across the community's landscape, enabling communities to lead their own regeneration. Focus is on creating an environment where existing and potential business & community leaders, can take the lead in making the most of the connections made.

To achieve these aims, the Business Connector will understand the local community and engage partners through the following steps:

- Conduct a scoping exercise to understand any local strategic plans, initiatives, needs and strengths, BITC campaigns & local activities and existing support infrastructure in a local area.
- Meet local organisations to understand their needs and explore how they would like to work in partnership. Provide an introduction between businesses and others and community organisations.
- Engage local businesses, local authorities, government departments, other charities including HRH the Prince of Wales' Charities, Chambers of Commerce, and other potential providers to support and commit to invest (time, money, skills, knowledge) in the social regeneration of their local community.

- Be responsible for developing and driving a strategy to co-ordinate a programme of connections that will meet the needs identified, aiming for those connections to be sustainable beyond the involvement of the Business Connector.
- Based on local understanding of needs, be able to articulate possibility and change; influence and inspire others to engage and instigate action and delivery, ideally creating a cross-sector network to own and guide strategy and actions to achieve long-term change. Where appropriate this might involve developing or supporting a cross-sector network to own and guide strategy and actions to achieve long-term change.
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- Co-ordinate and facilitate projects, actively working towards helping the community to take on the leadership, delivery and sustainability.
- Be able to take on a variety of roles in establishing relationships and in moving connections forward to becoming sustainable.
- Be prepared to introduce projects or ways of working that have benefited other communities if they meet an identified need, again actively working towards the community assuming the lead for delivering and sustaining the benefits.
- Draw on very varied sources within Business in the Community, the other Prince's Charities, Government and the Business Connector network and beyond, to find and introduce solutions to meeting needs.

TRAINING

- To enable consistency and quality in delivering local connections, each Business Connector will receive training before starting the role and subsequent mentoring support and network opportunities through BITC local offices and online resources. The training will include convening Business Connectors to share their existing knowledge and expertise and explore how to apply that to the issues they will be presented with in local communities.
- Business Connectors will agree a Performance & Development Plan with their designated lead BITC staff member which includes key objectives and personal development goals. This will be reviewed across the secondment period and shared with the seconding organisation.

PERSON SPECIFICATION

SKILLS & BEHAVIORS

Over the secondment period, each Business Connector will be required to demonstrate or develop their ability in:

- Listening closely to enable the needs of communities and business to be served
- Seeing the big picture, thinking strategically and spotting opportunities
- Motivating and leading others, without positional power
- Facilitating communities to lead and deliver for themselves in a sustainable way
- Being visionary and thinking creatively
- Being flexible in ways of working and staying open-minded
- Being self-aware, understanding what motivates others and building trust
- Communicating confidently with different audiences
- Being tenacious, resilient and driven to reach goals
- Accessing and using current knowledge and experience to help find local solutions

Key findings from NCVO research to evaluate the Business Connector pilot identified 'personality and character' as key factors that influence success in the role. This should be considered when identifying appropriate candidates against key skills and behaviours required for a Business Connector. The table below outlines key skills and behaviours supported by anecdotal comments from experienced Brokers and Business Connectors.

Business Connector activity	Characteristics of the individual might be:
Meeting and engaging businesses Attending relevant networking forums and groups	Commercial awareness and sensitivity Flexibility in communication style for different audiences

One to one meetings to sell the concept	*"You must mirror the company you are seeing."*
Understanding business pressures and needs	*"This is great for confidence. After doing this you feel you can lead any team. It's an amazing leadership development opportunity."*
Engaging local community organisations & the public sector Networking and building relationships Understand the issues and needs in the local community Understand the local political and social landscape Walking the streets	Ability to build trust/Sensitivity and tact/ Ability to manage expectations *"You can't build trust in the community if you are wearing a suit!"* *"Don't raise hopes too high but do raise enthusiasm"* *"You must be prepared to take a lead. You are there to make things happen."*
Making Connections Understand how to match the needs with the resources you can access Building and leveraging relationships & complex collaborations Communications to create & maintain engagement Asking questions and understanding the core of the problem Ensuring delivery without managing it	Gravitas and credibility Compassion and empathy Be tough, honest, frank Flexibility and open-mindedness Diplomacy Resilient Creative Organised *"You have to work with CEO's and local unemployed people. Everyone must trust you."* *"The biggest issue is trust. You have to point out the win wins."* *"A manager manages people and makes them do things. A leader genuinely wants to achieve something because it's the right thing to do."*