| Role Structure | Role Details |
| --- | --- |
| Directorate: | Economy & Environment |
| Grade: | HC9 |
| Location: | Flexible Working/Plough Lane |
| Responsible to: | Economic Development Manager |

# Job Description

# Job Role: Economic Development Officer

**Service: Economic Development**

## Main purpose of the role

**Responsible for the implementation of key economic development projects, contributing to the delivery of an Economic Vision, Business Growth Strategy and Council Plan. This is a key role within the Economy and Growth Service, supporting the growth of the Herefordshire economy, including working with strategic partners and stakeholders, engaging and providing targeted support and advice services to Herefordshire businesses and potential investors, attracting external funding, facilitating the development of a high paid, skilled workforce and supporting the provision of appropriate employment land and business space. This role is instrumental in developing and promoting mechanisms that enhance the council’s engagement with the business community.**

| Key Duties and Responsibilities | Frequency of Task |
| --- | --- |
| * Lead the development of an ongoing programme of business support, identifying and commissioning services designed to facilitate private sector investment, new employment creation and business growth and longevity. | * Daily |
| * To take a lead role in the development and implementation of projects within strategic funding programmes such as UKSPF/REPF, including commissioning contracts and associated contract management. | * Weekly |
| * Lead on and facilitate engagement with key priority sectors e.g. cyber, advanced manufacturing, high growth, green growth as part of the Economic Development Engagement Framework. This will include developing and managing sector focused forums, liaising with business leaders and exploiting sectoral opportunities to gain economic returns. | * Monthly |
| * Lead the delivery of a number of Market Town Investment Plans, managing a diverse range of projects and bringing together a wide range of stakeholders. | * Weekly |
| * Management of the Herefordshire Growth Hub, working with a range of partners to deliver/commission events and services operated through the hub. Help identify and deliver the council’s inward investment offer both to attract new investment and to manage the investment already located in the county. Secure funding to deliver services and encourage entrepreneurship. | * Daily |
| * Line management of Economic Development/ Growth Hub Apprentice or Economic Development Support Officer, or the equivalent temporary staff taken on to support Economic Development Services. | * Daily |
| * Assist with the development and delivery of business growth strategies, aiming to deliver higher wages, enhanced productivity and increased business rates through effective business engagement, and targeted service delivery to meet identified needs. | * Daily |
| * Responsible for the Key Account Management of a number of significant businesses within the county; supporting growth plans, helping them to address challenges, as well as provide links to other council services, key agencies and relevant business support programmes. | * Daily |
| * To act as the Economic Development local leads for one of the Market Towns, including maintaining excellent relationships with the local Town Council, business and community organisations, in order to identify potential opportunities and challenges, and be able to suggest, and where appropriate, lead initiatives to address these. | * Monthly |
| * Manage major economic development/ regeneration projects and related initiatives within the county with particular reference to the Hereford Enterprise Zone, Ross Enterprise Park, strategic growth corridors and those identified within the Big Economic Plan, using appropriate project management methodology. | * Monthly |
| * Develop and deliver business support programmes, utilising external funding (e.g. UKSPF/ Growth Hub), including grant schemes that meet the needs of local businesses and address economic challenges and opportunities. | * Monthly |
| * Prepare and submit applications for external funding and undertake business planning and feasibility work for new initiatives and projects. This will require working with consultants, developers, landowners and government agencies to secure funding to deliver services and projects. | * Monthly |
| * Lead on the provision of consultation responses to planning applications, (including pre-application advice), from an economic development perspective, and negotiate with planners and applicants to ensure the council’s economic development priorities are achieved. | * Weekly |
| * Facilitate infrastructure and capital economic regeneration projects to meet agreed economic regeneration strategy priorities, liaising and negotiating as required with partners, colleagues and external agencies. | * Weekly |
| * Maintain the council’s property register and a central repository of all commercial property and land enquiries and support with any relevant land and property searches to support investors and growing businesses. | * Weekly |
| * Alongside the Inward Investment Manager, help identify and deliver the council’s inward investment offer both to attract new investment and to manage the investment already located in the county. | * Weekly |
| * To ensure the effective financial management of major projects and associated budgets, overseeing all income and expenditure for the projects and making claims to external funders and national funding bodies, as appropriate. | * Weekly |
| * Contribute towards the delivery of the Economic Development Service and fulfilment of key performance indicators and corporate targets. | * Daily |
| * Develop and sustain partnership working with key strategic boards and stakeholders, to enable the delivery of economic development projects in the county. | * Daily |
| * Deputise for the Economic Development Manager, including representation on key strategic boards, partnerships and sub groups such as the BID Boards, Place Board, Shell Store Operations Board and cross border partnerships, representing the council’s interests in a local and regional context. | * Weekly |
| * Support various boards and committees in their delivery of key council and county priorities/projects, ensuring, where necessary, the timely preparation of minutes, agendas and reports for consideration by the board | * Monthly |
| * To commission, appoint and manage external consultants, contractors and service providers for the relevant service including drafting technical specifications, identification and delivery of council requirements / deliverables, and management of contract / contractors and ensure contracts are delivered on time and to budget. | * Monthly |
| * Lead on the process for securing funding for projects through the council’s own finance or via a range of potential funding partners | * Monthly |
| * To contribute to the development an appropriate Inward Investment Strategy in conjunction with the Inward Investment Manager, council colleagues, external partners, and funding agencies, building on the relative economic strengths the county has to offer. | * Yearly |
| * Work with colleagues from across sub regional partnerships to explore and develop options for sub-regional collaboration. | * Monthly |
| * To support the development of the inward investment and place promotion for Herefordshire, including working with partner organisations, preparing for, at exhibiting at major events such as UKREIIF to promote the area/council offer. | * Annually |
| * Draft, gain approval for, and manage the implementation of a placement strategies for employment sites, such as Ross Enterprise Park, including the commissioning of the necessary evidence base | * Monthly |
| * Work across council departments and provide the economic development lead for the delivery of the Local Plan evidence base for example employment land studies | * Monthly |
| * Produce and present reports to the boards, Cabinet Members, Cabinet and relevant committees on economic policy matters and progress with major projects and economic development initiatives | * Monthly |
| * Undertake effective consultation and engagement with stakeholder groups and the general public on the development and implementation of major projects and economic policy, including presentation to town/parish councils and public meetings | * Monthly |
| * Establish and maintain close working relationships with relevant government agencies and departments, including DLUHC, DEFRA, (or equivalent), sub regional partnerships, appropriate business partnerships and other relevant agencies and organisations. | * Monthly |

**Person Specification**

| **Requirements** | **Essential or Desirable** | **Identified by**  **A – Application I – Interview** |
| --- | --- | --- |
| **Qualifications and Training** | | |
| * Degree or equivalent experience in relevant discipline | Essential | A, I |
| * Project Management qualification (e.g. PRINCE2) | Desirable | A, I |
| * Should be able to demonstrate recent and continuing professional development | Desirable | A, I |
| **Experience & Knowledge** | | |
| * Managing others, setting clear goals and deliver a coherent approach to staff development and training within the service area, to continuously improve performance. | Essential | A, I |
| * Experience of business support requirements and business needs including extensive knowledge of the business support landscape and including national funding programmes. | Essential | A, I |
| * Working knowledge of public sector economic regeneration policies and national funding programmes. | Essential | A, I |
| * A knowledge of planning law and guidance, and broad knowledge and understanding of the role of strategic planning issues. | Desirable | A |
| * Experience of working in a client facing capacity and dealing face to face with customers / business leaders. | Essential | A, I |
| * Experience of working with other economic development and/or regeneration professionals, as well as working in partnership regionally and locally across the public and private sector. | Essential | A, I |
| * Experience of writing outline and full business cases, funding applications and strategic funding bids, including 5 case models. | Essential | A, I |
| * Experience of project appraisals, financial appraisals and assessment of funding applications. | Essential | A, I |
| * Experience of preparing and presenting reports on a range of complex subject matters to a range of audiences. | Essential | A, I |
| * Successful project management within a public sector organisation (or suitable equivalent) including partner management and the identification of project risks and finances. | Essential | A, I |
| * Computer literate – including significant expertise in Word, Excel, PowerPoint, Access and Outlook. | Essential | A, I |
| **Skills and Abilities** | | |
| * The ability to think strategically recognising the corporate priorities and implications of decisions and projects. | Essential | A, I |
| * Ability to contribute to the development of economic strategies and policies and experience of being directly involved in their implementation. | Essential | A, I |
| * Political awareness and able to work with members from all political backgrounds | Essential | A, I |
| * An understanding of business support requirements and business needs and extensive knowledge of the business support landscape, including national funding programmes | Essential | A, I |
| * Being self-motivated and able to work without direction and under pressure, managing a variety of tasks simultaneously | Essential | A, I |
| * Is committed to working in an open and co-operative way with colleagues from other service disciplines and with external partners and stakeholders | Essential | A, I |
| * Ability to work on own initiative and ability to prioritise own and team workload, prioritising conflicting demands | Essential | A, I |
| * Excellent communication skills and has a has a high degree of sensitivity, empathy and diplomacy | Essential | A, I |
| * Excellent presentation skills and experience and confidence to deliver high quality presentations to large audiences. | Essential | A, I |
| * Ability to operate effectively across the council and make a positive contribution to teams | Essential | A, I |
| * Ability to travel to various locations around the county, and occasionally beyond | Essential | A, I |
| * Willing to work outside normal office hours – this could include evening and weekend work | Desirable | A, I |

All council staff have a duty to promote the welfare of children, young people, and adults with care and support needs at risk of abuse and neglect who cannot take steps to protect themselves. Ensuring you attend mandated safeguarding children and safeguarding adults training to enable you to recognise the concerning behavior, know how to talk about it, and consent/duty to share information effectively. You will also learn about the legalities and procedures the social care staff can take.

## Our Values and Behaviours

The council’s THRIVE core values are our guiding principles and beliefs that shape our culture and behaviour within the council. ​They help us to achieve our Council Plan vision “do our best for Herefordshire” acting as our DNA and the “way that we do things around here”. We expect all colleagues to act as a role model by living our values and setting an example for others. ​Our values strive to promote a thriving workforce by fostering a culture of trust, being honest and responsible, inclusive, valuing people and resources and leading with empathy.

**Trust -** Developing and maintaining relationships based on a culture of transparency and open communication. Supported by integrity and the confidence that you are reliable and fulfil commitments.

**Honesty -** Demonstrating truthfulness, integrity, and transparency in all communications, decisions, and relationships. Being trustworthy, reliable, and accountable for your actions. Acting with sincerity and fairness, even in challenging situations.

**Responsibility -** Taking ownership of individual and collective actions, decisions, and delivering on commitments. Being reliable, fulfilling obligations and being accountable for outcomes and results. Proactively contributing to the achievement of your own, the team and council goals.

**Inclusivity -** Embracing diversity, equity and inclusion by recognising and valuing the unique perspectives, backgrounds and experiences of our staff, customers and residents. Creating an environment where every individual is valued, respected and can belong.

**Value -** Upholding high standards, ethics and integrity to guide our actions and decisions. Demonstrating commitment to creating and delivering value in our work by recognising and appreciating each other, our resources, processes, customers, community and environment.

**Empathy -** Demonstrating a genuine and caring understanding of others' feelings, perspectives, and experiences. Listening attentively, acting with compassion, supporting with respect and kindness and considering the impact of our actions on others.