



## MID SUSSEX DISTRICT COUNCIL

### Job Description

|                 |  |
|-----------------|--|
| JOB TITLE:      | <b>Economic Development Officer</b>  |
| POST NO:        | CPLP021  |
| GRADE:          | MS6  |
| BUSINESS UNIT:  | Planning and Sustainable Economy   |
| RESPONSIBLE TO: | Senior Economic Development Officer  |
| MAIN PURPOSE:   | To deliver a range of economic development and business support initiatives as part of the Council's Sustainable Economy Team, contributing to the Council's activities to secure sustainable economic growth and inward investment across Mid Sussex. |

#### **MAIN DUTIES / RESPONSIBILITIES:**

##### **Sustainable Economy Strategy (SES) or equivalent**

1. To assist line manager and Head of Regeneration and Sustainable Economy in the preparation and implementation of the Council's Sustainable Economy Strategy and action plan or equivalent, including identifying measures of success and tracking performance.
2. To support delivery of the economic development actions and initiatives as set out in the Sustainable Economy Strategy or equivalent, and where applicable to lead on specific actions as directed.
3. To collate evidence and analyse data to track performance in areas related to the work of the economy team, for example footfall data, tourism and visitor economy data.

##### **Project Support**

4. Support the commissioning and management of consultants and / or external contractors as required, including the preparation of project briefs, tender processes, contract management, and ensuring project briefs, timetables and budgets are adhered to.
5. To provide financial management support for project delivery and commissioning of products and services related to the work of the Sustainable Economy Team including raising purchase orders and processing invoices for payment.
6. To provide project management support as required including meeting scheduling, preparation and circulation of agendas and minutes / meeting notes.

##### **Business Liaison, Business Development, and Inward Investment**

7. To establish and strengthen relationships with strategically important businesses, partners and potential inward investors promoting a 'business friendly' approach.

8. To collate and share relevant business-based information with local businesses and business organisations as it becomes available, such as business grants / funding, business support, government initiatives, etc.
9. To engage directly with local businesses and business associations / organisations to promote the role of the economy team and business support and information available. This will include attending networking events and signposting businesses to other organisations (local and national) that can also provide support.
10. To establish and maintain effective working relationships with appropriate economic development partner organisations (including tourism partners, Chambers of Commerce, and West Sussex County Council), attend their meetings and represent the Council as appropriate.
11. To manage and administer a programme of specific business support including grant schemes for local businesses. To include promoting and launching the scheme to the local business community and managing the day-to-day administration including setting up and maintaining spreadsheets to monitor spend.
12. To produce to a professional standard any reports or documentation required, including briefings and guidance documents informing businesses of schemes and initiatives they may wish to engage with, briefing papers for Senior Management Team, committee reports and end of grant reports.
13. To respond to business enquiries and emails to the economic development inbox, ensuring a timely and professional response to all enquiries, escalating as required.
14. Support the development and maintenance of appropriate business / employer databases.

#### **Promotion and Marketing**

15. To plan and support the creation of high quality physical and digital marketing materials and assets which promote the work of the Sustainable Economy Team and showcase the district as a place to live, work and invest.
16. To identify and support promotion of positive messages about the district, key milestones and successes, via Opportunity Mid Sussex and MSDC comms channels, and where appropriate third-party stakeholders and channels.
17. To initiate and manage events / attendance at events for the business community informing them of the Council's plans and projects and delivering briefings on economic development initiatives, business support programmes and grant funding as applicable.
18. To help deliver key promotional events and / or attendance at third party events to support and promote the work of the Sustainable Economy Team and to promote and showcase the district as a place to live, work and invest.
19. To ensure that the business / economy area of the website is kept up to date with relevant and useful information.

**The above should not be regarded as an exhaustive job description as other such reasonable responsibilities will be required in line with the nature and level of the post.**

## **Special Conditions**

It is a requirement of the post that the postholder holds a current driving licence enabling him/her to drive a car, and in this connection, you must ensure that your insurance cover includes use for your employer's business.

The Council operates a Local Lump Sum Car Allowance Scheme which is comparable with the NJC National Car Allowance Scheme. Eligibility to receive a car allowance will be based on the requirement for essential car usage to undertake the duties of your post and no less than annual mileage of 250 miles, which will be recorded and verified by your designated line manager on a monthly basis. It is a requirement that all essential car users receiving a lump sum payment submit up to date mileage information, on a monthly basis, so that the Payroll Manager is able to process correct information to the HMRC at year end. Failure to record and report mileage undertaken to your employer may forfeit your right to receive a car allowance.

Your eligibility to receive a car allowance will be reviewed on an annual basis by your Head of Service in conjunction with the Head of Digital and Technology. The Council reserves the right to review, amend or withdraw the car allowance subject to consultation with you. A period of three months' notice to terminate the status and associated allowance will be given to any employee who no longer meets the required criteria. There will be no entitlement to any further car allowance.

**MID SUSSEX DISTRICT COUNCIL  
PERSON SPECIFICATION**

JOB TITLE: Economic Development Officer

BUSINESS UNIT: Planning and Sustainable Economy

POST NUMBER: CPLP021

DATE: December 2023

|   | ESSENTIAL  | DESIRABLE   |
|---|--|---|
| <b>Qualifications<br/>Educational/<br/>Professional</b> | <ul style="list-style-type: none"> <li>Educated to degree level or equivalent and / or significant equivalent experience.</li> </ul>   | <ul style="list-style-type: none"> <li>Project Management qualification such as Prince 2 Practitioner or Association of Project Management Certificate.</li> </ul>  |
| <b>Work Experience</b>                                  | <ul style="list-style-type: none"> <li>Experience in producing professional quality written reports and briefings.</li> <li>Experience of working in partnership with external organisations.</li> <li>Experience in organising and running promotional events, seminars, conferences, or similar events.</li> <li>Experience of producing promotional materials including through digital channels.</li> </ul>                  | <ul style="list-style-type: none"> <li>Experience of developing funding applications, report writing and project management.</li> <li>Experience of developing and delivering a range of economic and specific sector development activities, within budget and to agreed schedules.</li> <li>Experience of working in and/or supporting businesses across a variety of sectors.</li> <li>Experience in managing contracts with private sector partners to deliver services.</li> </ul> |
| <b>Special Aptitude/Skills</b>                          | <ul style="list-style-type: none"> <li>Competent in managing own workload, ensuring that challenging deadlines are met.</li> <li>Good judgement in understanding when to escalate matters to their line manager or to seek support of colleagues.</li> <li>Ability to engage effectively with entrepreneurs, businesses and other key partner groups.</li> <li>Excellent communication skills, both written and oral.</li> </ul> |   |

|                                  |   |   |
|----------------------------------|---|---|
|                                  | <ul style="list-style-type: none"> <li>• Comfortable with presenting to large business groups and to business owners / managers.</li> <li>• Competent in the use of ICT including Microsoft Office package, and specifically Word, Excel and Outlook.</li> </ul>  |   |
| <b>Knowledge</b>                 | <ul style="list-style-type: none"> <li>• A broad understanding and practical knowledge of businesses across a variety of sectors.</li> </ul>  | <ul style="list-style-type: none"> <li>• An understanding of government policy regarding economic development, business and town centre regeneration issues.</li> <li>• A good understanding of funding streams for economic development and sector specific activity.</li> </ul> |
| <b>Disposition/<br/>Attitude</b> | <ul style="list-style-type: none"> <li>• Calm, unflappable manner coupled with energy, drive and determination to get the job done and to work proactively to overcome challenges and obstructions.</li> <li>• Mature and diplomatic approach to work.</li> <li>• Ability to work effectively within a team.</li> <li>• Ability to work independently, showing initiative and drive within broad managerial direction.</li> </ul>   |   |
| <b>Other Attributes</b>          | <ul style="list-style-type: none"> <li>• Able to work under pressure and to deliver good quality work to tight deadlines.</li> <li>• flexibility and a willingness to contribute to the team's wider success by proactively collaborating with colleagues where necessary beyond the role's core responsibilities and their own role within a team.</li> <li>• Willingness to attend evening meetings and networking events where necessary (time off in lieu will be given under the Council's flexi leave policy).</li> <li>• Full driving licence and use of own vehicle.</li> </ul> |   |