



## Job Description

Service:	Economic Development
Job title:	Economic Business Development Officer (inward investment)
Grade:	F
Hours of work:	37
Responsible to:	Economic Development Manager
Responsible for	
Direct reports:	0
Indirect reports:	0
Budget:	0

## Purpose of Post:

To deliver demonstrable progress in the economic success and profile of Huntingdonshire by contributing to the delivery of the Corporate Plan priorities. This post will have particular emphasis on supporting businesses across all sectors in addition to being part of the team catalysed to promote the district as a place to attract inward investment.

Huntingdonshire is at the heart of the internationally renowned Cambridgeshire economy, hosts the largest Enterprise Zone in the UK, and is determined to realise the growth potential of the Oxford to Cambridge Pan Regional Partnership initiative. This is a key role for the team's growth in delivering a forward thinking and inclusive economy for the welfare of our residents and businesses. You will identify and secure opportunities for our existing businesses, promoting our business support and funding initiatives. You'll make connections and signpost to regional and national partners and stakeholders, working collaboratively with colleagues across the Cambridgeshire region.

The role oversees the day-to-day running of our inboxes which includes internal and external requests for support; operational responsibility for ensuring our Key Performance Indicators are met and maintained to the agreed standard; in addition to devising and implementing events and marketing campaigns that promote our Invest and Made in Huntingdonshire priorities. We have an intelligence-led, targeted interventions and support approach and you'll work closely with our Analyst to understand how the economy is growing to help prioritise our business support. Energy, enthusiasm and imagination will be required for this progressive and proactive role along with the ability to spot and deliver new areas of work that make real impact on how we unlock investment, prioritisation and the attractiveness of our place and people to business.

The role includes Key Account Management for businesses across all sectors and so you'll need to be well versed in the latest industry news to ensure the service maintains its knowledge and delivers service excellence to our businesses. You'll also play a key role in identifying leads and opportunities to attract new business to set up in the district. The post holder therefore needs to be able to see the bigger picture, from Huntingdonshire's Corporate Plan which sets the pace and direction for the future of the district, sitting alongside the Economic Growth Strategy which guides our work.

The role is critical to ensuring we use real networking engagement and business intelligence to support a whole Council-wide approach to growth, productivity and economic success, linking partner aspirations together. Specifically, the role is responsible for securing new investment into Huntingdonshire, and also a broad range of engagement tools including **targeted company visits** and **workshops** and driving multi-media communications with businesses and investors. The post-holder will be responsible for maintaining key stakeholder partnerships to ensure Huntingdonshire's priorities are held at the forefront of our partnerships.

The post holder will be accountable to the Economic Development Manager, within the wider Place Directorate, and be expected to work collaboratively across Council services and external partners to promote business expansion and investment. The role will involve some independent travel within and outside the district.

## Key Deliverables

- To be the main day to day point of contact for the team's Business Support Administrator, including overseeing workloads, projects and events as set out in the team Service Plan and adhoc as they arise. Overseeing the monitoring of the dedicated ED Mailboxes, ensuring Key Performance Indicators are met for response times.
- Maintain a portfolio of business enquiries and inward investment projects, ensuring customer needs are met and recorded within the CRM.
- Supporting the increase in NNDR income for the district.
- To attend multi agency and stakeholder meetings and stand-in for the EDM where requested. Positively and constructively contributing to discussions ensuring information and meeting notes are circulated to appropriate officers across the council in a timely way.
- Maintain a current knowledge of the UK business environment including legislation, policy and initiatives from central Government departments. Bringing intelligence and guidance back into the ED team and disseminating across the Council.
- Curate a proactive programme of business engagement activity (utilising Manager, Directors and key Members) including 1-2-1 company visits, business information events.
- Support the production of **newsletters, website and social media content**;
- To be outward-facing and develop productive relationships with partner organisations and internal departments to enable an effective District Council service.
- Contribute to the promotion of **Huntingdonshire as an investment location** of choice through Made in Huntingdonshire campaign work via our Invest in Huntingdonshire brand.
- Prepare reports and presentations aligned to the role and responsibilities, as and when required

To advise and collaborate:

- with colleagues across the Council such as Market Towns, Planning, Housing and Policy representing the local economy needs to inform engagement.
- with local businesses regarding funding, business support, **supply chain development, skills and training opportunities** with a priority sector focus.
- influence partner organisation's plans and strategies, particularly those within the Combined Authority's growth hub and economy team.


### Knowledge and Qualifications

The minimum knowledge required to undertake this role

A degree and or other relevant qualification, or significant proven experience. Particularly relevant degrees would include economic development, economics, social sciences,

<p>and any qualifications or training essential for the role</p>	<p>economic geography, business management or analysis, planning.</p> <p>An understanding of current economic growth issues and context.</p>
<p><b>Experience</b></p> <p>Experience the person would need to do the job</p>	<p>Business engagement using a variety of engagement methods.</p> <p>Database/information management and security.</p> <p>Demonstrable experience in working effectively in a partnership environment.</p> <p>Proven ability to establish and maintain Stakeholder, partnership relationships with a particular emphasis on Key Account Management.</p> <p>Existing knowledge of the local and/or regional economy.</p> <p>Knowledge and Experience of Local Government.</p>
<p><b>Skills and Abilities</b></p> <p>Specific skills the applicant would need to do the job</p>	<p>Excellent networking and communication verbally and in writing with a full spectrum of levels of seniority and multi-disciplined backgrounds, including partnership environments.</p> <p>A flexible approach to work and a creative, innovative attitude towards problem solving.</p> <p>The ability to apply analytical skills to diverse subject areas and to recognise linkages and relationships between different projects, issues and activities.</p> <p>The capacity to work in a diverse multi-disciplinary environment and to develop effective working relationships, internally and externally including third party contractors.</p> <p>Ability to prioritise workloads for self and team, project management experience is desirable.</p> <p>The capacity to assimilate information from a range of sources and to develop and communicate an understanding of the issues to help create positive impact for the Council and it's businesses and residents.</p>

	<p>Clear and concise written and spoken communication skills.</p> <p>Ability to present written information in a structured and balanced way appropriate to the needs of the reader.</p> <p>To act as an ambassador, representing the Council externally, meeting people and leading meetings.</p>
<p><b>Decision Making and Impact on Others</b></p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Post-holder will be required to support the setting of economic development priorities across the Council in conjunction with the EDM.</p> <p>In collaboration with others, influencing external partners to ensure that the District's economic growth opportunities are maximised.</p> <p>Securing new inward investment to, and project funding within, Huntingdonshire.</p> <p>Prime responsibility for the promotion and delivery of Council wide growth focused programmes of business engagement and representation in the local business community.</p> <p>To support the EDM, ensuring delivery of the department's service plan.</p> <p>Understand how to maximise outputs for Economic Development, by working appropriately with each member of the ED team.</p>
<p><b>Communication with Internal and External Customers</b></p> <p>What customers the applicant would be in contact with in the job</p> <p>Where is the focus of this role in their team, other teams or across the council</p>	<p>Predominantly external facing, interacting with businesses, stakeholders and partner organisations. Communication with multi-disciplinary teams across the Council and excellent communication within the ED team essential.</p> <p>Focus of this role in their team, other teams or across the council.</p> <p>Internal customer contact 50%</p> <p>External customer contact 50%</p>
<p><b>Personal Attributes and Other Requirements</b></p>	<p>Willing to travel mainly within District, Cambridgeshire-wide sometimes and occasionally further but always within UK.</p>

<p>In this section please list any other qualities you are looking for from the applicant</p>	<p>Required to occasionally work outside of contractual hours where the need arises.</p> <p>Be a good team worker demonstrating loyalty and commitment to the organisation and team members.</p>
<p><b>HDC values</b></p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p><b>Inspiring:</b> We have genuine pride and passion for public service; doing the best we can for customers.</p> <p><b>Collaborative:</b> We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p><b>Accountable:</b> We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p><b>Respectful:</b> We respect people’s differences and are considerate to their needs.</p> <p><b>Enterprising:</b> We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

**Safeguarding and promoting the welfare of children and young people/vulnerable adults**

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.