



## Job Role: Economic Development Officer – Tourism

### Job Family: Senior Technical Adviser

## Broadland District Council and South Norfolk Council

### Purpose

The purpose of this role is to:

- Provide reactive and proactive support to businesses
- Deliver a range of grant programmes
- Engage with a wide range of businesses and stakeholders
- Undertake a range of economic development projects

### Key accountabilities

- Provide a responsive/reactive business support service including sign-posting (to other relevant services), providing advice on funding and grants, skills and training, compliance etc.
- Deliver tailored support to tourism sector including individual businesses and Destination Marketing Organisations (DMOs).
- Design and deliver proactive business support activities, including workshops, seminars etc. on a one-to-one and one-to-many basis
- Provide support, and participate in existing and emerging business groups/clusters which contribute to the economic growth in the Districts and beyond
- Work proactively and collaboratively with other service areas in the Councils (e.g. planning, regulatory and licensing services) to leverage the maximum support for businesses
- Seek opportunities to work collaboratively with, and leverage resources from other organisations to deliver improved business support services
- Design, delivery and administration of grant programmes to businesses
- Systematically gather and record business intelligence, using it to inform the design and delivery of support activities
- Maximise the use of the Council's communication channels to provide current and relevant information to businesses
- Work closely with colleagues from the broader team to design and deliver projects and programmes

## Generic skills, knowledge and experience

- Undertake **problem-solving** duties on complex technical activities.
- **Responsibility** - work under broad direction, being responsible for own work and/or others in a supervisory role.
- **Technical advisory** duties involving significant resources.
- **Good communications** skills including occasional presentation to stakeholders such as corporate managers, Members, Committee/Panels or other external bodies

## Role specific skills, knowledge and experience

- Educated to degree standard or relevant experience in a business support/economic development related role.
- Working knowledge and understanding of current business and social enterprise legislation and issues at a national, regional and local level.
- Experience of successfully delivering a range of business and social enterprise engagement projects with an economic development focus.
- Experience of developing projects and working collaboratively with external companies, agencies or organisations to secure external funding.
- Ability to work collaboratively with other departments across the Councils.
- 71-85% of this role's time will be spend on external communication.

Date: 5 May 2021