

RUGBY BOROUGH COUNCIL

JOB PROFILE

Post No.

Post Title: Senior Economic Development Officer

Unit/Team: Major Projects Economic Development

Grade: Grade F

Service: Growth & Investment

Reports to: Economic Development Manager

Issue Date: September 2025

PURPOSE OF THE JOB

To position and promote Rugby Borough as a great place to do business, visit and live.
To support the Borough's economic development aspirations and the regeneration of Rugby Town Centre.

To engage with local businesses to understand and signpost their needs to Council or other relevant stakeholder organisations.

To work in partnership with a range of organisations, developers, agents and operators to identify, foster, secure and maintain inward investors in Rugby.

To implement, monitor and review the Council's Economic Strategy, in order to encourage sustainable economic growth in Rugby.

To research sites and properties available for existing business expansion and respond to new business inward investment enquiries in order to retain and attract business investment.

1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- 1.1 To be the Council's front facing point of contact for economic development and to provide specialist advice to potential clients and existing businesses
- 1.2 To promote Rugby Borough as a destination of choice in order to attract employment and investment.
- 1.3 Engage with and maintain strong relationships with external business support partners to ensure a coordinated offer of support is available to existing businesses and potential new start-ups. .
- 1.4 Respond pro-actively to new inward investment and business expansion enquiries with relevant proposals for available properties, key features and benefits of locating in Rugby in order to attract or retain their investment

- 1.5 Research, record and maintain profiles of sites and properties available for investors.
- 1.6 Work with organisations and businesses to constantly improve the town centre.
- 1.7 Oversee the implementation of 'The Rugby Town' brand. Contribute content for relevant channels including for the web, social media and printed publications.
- 1.8 Project manage short, medium and long term improvements to the town centre.
- 1.9 To oversee Council funded and external funded economic development grants within the Borough.
- 1.10 To liaise closely with the private sector, voluntary and community groups and other public sector bodies in implementing the Council's Economic Strategy and generally to enhance the economic life chance for residents of the Borough.
- 1.11 Work with schools, colleges, universities and agencies to develop skills training and educational courses in line with the Council's Corporate and Economic Strategy.
- 1.12 Lead on the identification of external funding and where appropriate lead work with partner agencies to develop and submit appropriate funding applications.
- 1.13 Monitor the Council's Agreement with Rugby First, the Business Improvement District
- 1.14 To report to the Economic Development Manager against agreed targets, outputs and outcomes.
- 1.15 Produce reports, strategies and presentations for officers, managers, Members and external organisations.
- 1.16 Develop and deliver presentations and networking events for a range of audiences including Councillors and stakeholders.
- 1.17 Provision of expert advice and detailed information to Members, senior officers and other enquiries on the economy of the Borough.
- 1.18 To attend Council committees and working parties as requested and necessary.
- 1.19 Represent the Council on partnerships and networks whose aim is to generate growth in Rugby's economy.
- 1.20 To be aware of local, regional and national trends that may impact on the Borough's economy and advise the Council of these as appropriate.

2. OTHER DUTIES AND RESPONSIBILITIES

- 2.1 Maintenance of databases and information schedules, in particular the Council's Business Directory
- 2.2 Preparation of marketing materials and development briefs.
- 2.3 To liaise closely with other Council services to ensure a consistency of approach on economic investment issues.
- 2.4 Preparation and commissioning of research to meet the economic intelligence needs of the Council.
- 2.5 Any other reasonable duties as requested by your manager, in line with your skills and knowledge.

3. SUPERVISORY RESPONSIBILITIES

- 3.1 Supervision of external contractors and consultancies providing economic development related services to the Council

4. FINANCIAL RESPONSIBILITIES

- 4.1. Provide guidance to the Economic Development Manager of external contractors and consultancies providing economic development related services to the Council.
- 4.2. Determine applications for Council funded economic development grants within the Borough.
- 4.3. Manage external funding received by the Council in relation to the UK Shared Prosperity Fund and any future central Government funding streams.
- 4.4. To research and advise on possible external sources of finance available for economic development in the Borough.

5. RESPONSIBILITY FOR ASSETS AND DATA

Responsible for all data and equipment used to perform the duties of the role.

6. EXTENT OF PUBLIC CONTACT

Dealing with enquiries in relation to economic development on a daily basis in meetings, by phone, e-mail, video conferencing and letter also through attendance at conferences and event.

7. WORKING CONDITIONS AND ENVIRONMENT

Principally office based but with the need to visit sites and attend meetings at external venues including locations outside the Borough.

This will include occasional out of hours and evening working and will involve unaccompanied on-site inspections and lone worker situations.

8. CORPORATE RESPONSIBILITIES

All staff have to act within the Council's rules and follow all reasonable management requirements. These are contained within: the Council's Standing Orders, Employment Policies, Constitution and Code of Conduct for Employees. Other documents may be introduced at times setting out rules of the Council. These will cover responsibilities and requirements for the following:

Financial Accounting
Equality and Diversity
Health and Safety
Risk Management
Anti- Fraud
Data Quality and Data Protection
Business Continuity
Major Emergency Plan
Procurement and Contract Management
Safeguarding of Children and Vulnerable Adults

Copies of the relevant rules and policy are available on the staff intranet or from your manager

In addition, all employees are expected to behave in line with our Values and Behaviours and challenge other employees whose behaviour is against our values.

9. KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS

Refer to Person Specification attached.

Signed as agreed:

Postholder

Date

PERSON SPECIFICATION



Post: Senior Economic Development Officer

For effective performance of the duties of the post the postholder will be able to demonstrate that they have the skills and/or knowledge detailed in 'Essential Criteria'.

Criteria	Essential/ Desirable	Method of Assessment
Degree level qualification or relevant related experience	E	A/D
Member of the Institute of Economic Development or eligibility to join	D	A
At least 3 years previous experience of working in Economic Development, Business Support, Inward Investment or a related field.	E	A/I
Demonstrate an understanding of the challenges and barriers to growth faced by SMEs and start-up businesses	D	A/I
Good strategic and political awareness with the ability to work positively and constructively with internal and external stakeholders	E	A/I
Demonstrate an understanding of place promotion and what is required to attract new investment into an area	E	A/I
Demonstrate the ability to build strong networks to promote and support a diverse local business community	E	A/I
Demonstrate an understanding of funding streams for economic development and sector specific activity	D	A/I
Demonstrate involvement in the regeneration of town centres and effective use of Government funding to support the high street	D	A/I
Be able to demonstrate a good standard of literacy and report writing skills.	E	A
Demonstrate effective project management skills	D	A/I
Possess a valid and appropriate driving licence and be able to attend meetings and site visits throughout the Borough in an efficient manner.	E	A
Excellent communication and presentation skills	E	I
Ability to work on own initiative	E	A/I
Commitment to on-going professional development	D	I

Demonstrate competence with relevant PC based software systems, including Microsoft Office (Word, Outlook, Excel and Access).	D	A
A commitment to work within our CAN DO values	E	A, I

Application	A
Interview	I
Test (written, presentation, practical – eg word processing)	T
References	R
Documentary – eg certificates	D