

## **RUGBY BOROUGH COUNCIL**

### **JOB PROFILE**

**Post No.**

**Post Title:** Economic Development Officer

**Unit/Team:** Economic Development Team

**Grade:** Grade E

**Service:** Growth & Investment

**Reports to:** Economic Development Manager

**Issue Date:** November 2025

### **PURPOSE OF THE JOB**

To support the promotion of 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 support the engagement with local businesses by working with relevant partners and business organisations as part of a Rugby focused can do, business support service.

To ensure that relevant business programmes and support mechanisms are targeted to support Rugby businesses and a collaborative support network is fostered.

To work with relevant officers and partners to ensure an effective engagement, solutions orientated network which will support businesses located in and / or looking to relocate to Rugby town centre.

### **1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- 1.1 To be a Council key contact for businesses located in Rugby.
- 1.2 Engage with and maintain strong relationships with external business support partners to ensure a coordinated offer of support is available to businesses.
- 1.3 To work with businesses and partners to find solutions and appropriate packages of support.
- 1.4 To work with partners such the Chamber of Commerce and the Growth Hub to identify and support start up and growing businesses and ensure that all appropriate support is identified to support this business segment.

- 1.5 To work with relevant partners to ensure that there is an effective Customer Relationship Management system and that regular monitoring reports are produced in line with corporate and programme Key Performance Indicators.
- 1.6 To support the work to develop an effective inward investment proposition for Rugby.
- 1.7 Respond pro-actively to new inward investment and business expansion project enquiries with relevant proposals for available properties, key features and benefits of locating in Rugby in order to attract or retain their investment.
- 1.8 To support the preparation and presentation of data relevant to the local economy
- 1.9 Develop and maintain regular business newsletters and contribute content for relevant channels including for the web, social media and printed publications.
- 1.10 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.
- 1.11 To prepare reports setting out progress against agreed targets, outputs and outcomes.
- 1.12 Contribute to the production of reports, strategies and presentations for officers, managers, Members and external organisations.
- 1.13 Contribute to the development and deliver presentations and networking events for a range of audiences including Councillors and stakeholders.
- 1.14 To attend Council committees and working parties as requested and necessary.
- 1.15 To be aware of local, regional and national trends that may impact on the Borough's economy.

## **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.
- 2.5 Any other reasonable duties as requested by your manager, in line with your skills and knowledge.

### **3. SUPERVISORY RESPONSIBILITIES**

3.1 None

### **4. FINANCIAL RESPONSIBILITIES**

4.1. None

### **5. RESPONSIBILITY FOR ASSETS AND DATA**

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

### **6. EXTENT OF PUBLIC CONTACT**

6.1 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**

7.1 Agile working and 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**

8.1 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

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

8.3 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**

9.1 Refer to Person Specification attached.

**Signed as agreed:**

Postholder

Date

## PERSON SPECIFICATION

### Post: 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/<br>Desirable | Method of<br>Assessment |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Demonstrate an understanding of the issues faced by town centre businesses in the current economic climate                                                     | E                       | 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                       |
| Demonstrate effective project management skills                                                                                                                | E                       | A/I                     |
| High level of educational attainment or relevant related experience                                                                                            | E                       | A/D                     |
| Be able to demonstrate a good standard of literacy and report writing skills.                                                                                  | E                       | A                       |
| Demonstrate a willingness to support senior colleagues and be pro-active at all times in developing team based solutions to issues affecting the local economy | E                       | A/I                     |
| Excellent communication and presentation skills                                                                                                                | E                       | I                       |
| Ability to work on own initiative.                                                                                                                             | E                       | A/I                     |
| Commitment to on-going professional development                                                                                                                | E                       | I                       |
| Demonstrate competence with relevant PC based software systems, including Microsoft Office (Word, Outlook, Excel and Access).                                  | E                       | A                       |
| A commitment to work within our CAN DO values                                                                                                                  | E                       | A, I                    |
| Good strategic and political awareness with the ability to work positively and constructively with internal and external stakeholders                          | D                       | A/I                     |
| Demonstrate an understanding of funding streams for economic development and sector specific activity                                                          | D                       | A/I                     |
| Member of the Institute of Economic Development or eligibility to join                                                                                         | D                       | A                       |

|                                                                                                             |   |     |
|-------------------------------------------------------------------------------------------------------------|---|-----|
| Demonstrate an understanding of challenges faced by SMEs and start-up businesses especially during pandemic | D | A/I |
|-------------------------------------------------------------------------------------------------------------|---|-----|

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