# Context statement

Job title: Economic Development Officer (Business Growth Dorset)

Directorate/Service/Team: Economic Growth & Regeneration

## Organisation structure

Reporting to: Head of Business Growth & Inward Investment

Responsibility for: No direct reports

[Scale and scope of the role and where it fits within the organisation, currently supervision and management. Do not duplicate if included on job description.]

## Context of work

[This section should include information about the focus of the work to be carried out which is not identified in the job description. It should not, however, be a list of tasks to be undertaken in the role.

Where responsibility for business continuity planning and activity is integral and key to the role of all post holders working to a specific job description, this should be included in the duties. An example of this would be establishment managers within Adult & Community Services.

Where certain post holders covered by a generic job description have specific responsibilities relating to business continuity because of the nature of the services they manage, this would be reflected in the context statement.]

**Context Statement: Economic Development Officer (Business Growth Dorset)**

The Economic Development Officer (Business Growth Dorset)will play a pivotal role in supporting small and medium-sized businesses, including start-ups, across Dorset and BCP. This role involves providing expert advice, guidance and signposting to relevant resources, ensuring businesses receive the support they need to thrive.

Key responsibilities include:

* Responding to business enquiries in a professional and timely manner.
* Maintaining accurate records on the CRM system.
* Attending and actively participating in business events.
* Promoting the Business Growth Dorset service and the Invest in Dorset brand.
* Acting as an ambassador for businesses across Dorset and BCP.
* Performing administrative tasks related to CRM, website management, social media, events, finance and project coordination.

The Economic Development Officer (Business Growth Dorset)will be a proactive and knowledgeable representative, dedicated to fostering a vibrant business community and driving economic growth in the region.

## Travel requirement

**If there is a significant travel requirement, please add the wording below to the context statement:**

[This position has a significant travel requirement. This means that there is a requirement for a vehicle (or transport deemed to be suitable by the Council) to be available on most working days in order to carry out normal duties. Employees in positions with a significant travel requirement are required to provide a replacement vehicle if their usual vehicle is not available over an extended period.]

The role requires regular travel throughout Dorset to engage with businesses, attend events, and collaborate with stakeholders. The successful candidate must be willing and able to travel frequently, ensuring a strong presence across the region. This travel is essential for building and maintaining relationships, providing on-site support, and promoting the organisation's services and initiatives. A valid driver's license and access to reliable transportation are necessary for this role. Flexibility in working hours may also be required to accommodate travel schedules and event timings.

## Other information

Other particular job information which is not included in the job description and person specification relevant to the role, this should not be a list of tasks to be undertaken in the role.

Where there is a regular intrinsic requirement to interact with the public in a customer facing role, please add the wording below to the context statement:

[The ability to converse at ease with customers and provide advice in accurate spoken English is essential for the post.]

To excel as **Economic Development Officer (Business Growth Dorset)**, one must possess a combination of strong interpersonal and practical skills. Key abilities include excellent communication and active listening, which are essential for understanding and addressing the specific needs of each business. A solid grasp of the business support landscape, including knowledge of local resources, funding opportunities, and support programmes, is crucial. The individual should be adept at building and maintaining relationships, ensuring businesses feel supported and valued. Organisational skills and attention to detail are important for managing multiple tasks and maintaining accurate records. Additionally, a proactive and empathetic approach helps in providing effective guidance and fostering a positive business environment.

If there is a DBS requirement for this role, the manager should include details in this section.

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| **Context statement prepared by:** | | | |
| Manager | Shelley Collins-Trevett | Date | 2/5/25 |