# Job Profile

## Development Officer        Grade: 8        Date created: 9th October 2018 (benchmarked 27th July 2021)

**About the Job**: To work as part of the Development team to provide county wide and targeted library & registration services that meet the needs of communities and individuals in order to ensure that the council's vision and outcomes for the services are achieved.

**This is what we need you to do...**

- Contribute and develop outreach and partnerships initiatives focussing on people with specific needs, including people with disabilities, mental health, wellbeing, older people as well as children and families;

- Plan, promote and develop programmes of countywide events and informal learning initiatives, to include income generation and bid writing to support such events and initiatives as necessary;

- Plan, write and deliver communications plans for service-wide projects and activities. This should include internal and external communications and updates.

- Support the Development Manager in seeking new ways of developing and delivering services which embrace new technologies. Work in partnerships with council colleagues, communities, partners, south west colleagues and volunteers to ensure effective delivery;

- Represent Libraries and Registration at industry specific meetings, representing the development team and sharing good practice.

- Promotion and support with the recruitment of volunteers. Working with the team to identify needs for recruitment and training.

- Work collaboratively with colleagues on consultation and engagement with customers in order to identify service user needs and assess satisfaction with services.

- Identify and develop promotional opportunities for library and registration services,

- Creation and delivery of a marketing toolkit that can be used through libraries and registration on a day-to-day marketing and promotional activities. Including consultation with staff as well as induction training.

**Special Conditions**
Weekend and evening work may be required
Ability to travel across the county as required

## Monitoring and ongoing development of outcomes

As part of the annual appraisal, outcome-based targets will be developed in conjunction with the post holder and will supplement this job profile. The job profile will be subject to regular review and the council reserves its right to amend or add to the accountabilities listed above.

**The ideal candidate will have...**

**Experience**
- Experience of digital and electronic library and registration systems and services
- Experience of promotion and marketing through Social media
- Experience of working within local government
- Experience of building and maintaining productive relationships with council colleagues, communities, partners and volunteers, stakeholders and others
- Experience of planning and delivering library and registration development work and projects and managing these within limited resources
- Experience of planning and delivering training
- Experience of consulting with service users and customers

**Knowledge, Skills and Understanding**
- Excellent interpersonal skills.
- Project management skills and ability to outline clear business cases for development projects
- Good communication and team work skills
- Ability to analyse a range of data and use it as a tool for identifying areas for improvement
- Ability to investigate and produce innovative ideas for service delivery in an affordable manner
- Web content design and authoring and social media skills
- IT skills

**Behavioural attributes**
- Demonstrates Gloucestershire Employee Behaviours and Values.
- Be self aware and open to new learning ideas.
- Ability to build effective and credible relationships with colleagues, partners, community groups and volunteers
- Customer focussed
- Committed to continuous improvement
- Flexible attitude to work
- Able to organise and control resources and time

**Education & Qualifications**

**Essential**
- Educated to degree level or equivalent experience
- Relevant Level 6 Professional or Apprenticeship Qualification or equivalent experience.

**Desirable**
- CIM or Marketing qualification
- Project Management, such as PRINCE2