Job Profile

Economy Officer (Business Support) Grade: Date created: 09/06/26.

About the Job

The purpose of this role is to support the delivery of Gloucestershire's Local Growth Plan by contributing to the effective delivery and continuous development of the Business Support offer, including Growth Hub Network activity and digital innovation support for SMEs across the county. The role will help coordinate and deliver high-quality, responsive and accessible business support services at multiple locations. It will also act as a key link with the Digital Team to ensure alignment between Growth Hub delivery and the Digital Strategy.

This is what we need you to do...

- Support the ongoing development and delivery of Growth Hub Network activities across Gloucestershire, helping to create a dynamic, digitally enabled business environment for start-ups and scale-ups, with a particular focus on supporting SMEs to adopt digital tools that will improve productivity, and grow.
- Lead the coordination of Digital Innovation activity in partnership with the Digital Team, including the planning and delivery of cyber resilience, digital adoption, and emerging technology events.
- Identify key milestones, dependencies, and risks, and develop clear monthly reporting to track progress, demonstrate impact, and support effective project delivery and continuous improvement.
- Undertake regular reviews and audits to identify opportunities for service improvement, supporting the implementation of changes that enhance delivery, user experience, and outcomes.
- Produce high-quality data analysis and management information to monitor performance and identify trends, working with Growth Hub teams to ensure strong data quality, consistent reporting, and alignment with performance targets.
- Support the planning and delivery of seminars, workshops, networking sessions, and promotional events, including digital and innovation-focused activity. Develop engaging event content, manage bookings via the CRM, and monitor attendance and capacity in collaboration with Marketing & Events colleagues.
- Provide oversight and administration of shared mailboxes, ensuring timely responses and adherence to agreed service standards.
- Support the analysis of all marketing activity to help improve digital engagement and campaign effectiveness.
- Support the delivery of projects aligned to Gloucestershire's Local Growth Plan, and Digital Infrastructure, Inclusion and Innovation Strategy.
- Represent the council at events and engagements to promote Gloucestershire's business, digital, and innovation offers.
- Support the Business and Digital Mentor Programme, leading on administration, coordination, and relationship management with mentors.
- Lead on the management, development, and optimisation of the CRM system, including defining data requirements, supporting system enhancements, and user experience in collaboration with the Senior Economy Officer.
- Undertake robust testing of CRM and website updates, ensuring system integrity, data security, and a high-quality user experience for both internal and external users.
- Work closely with the Senior Economy Officer to support digital marketing activity, maximising the use of systems for data capture, audience insight, and campaign delivery, including the development of forms, surveys, and other digital assets.
- Take responsibility for data governance, quality, and compliance. This includes oversight of CRM integrations, data integrity checks, and monitoring of online registrations, including liaison with out-of-county applicants.

Special Conditions - The postholder may be expected to attend evening meetings, which will be counted towards working hours.

Monitoring and ongoing development of outcomes - As part of the annual PDR, 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 in a data focussed or related field including the development and implementation of changes, reporting and data monitoring.
- Use of CRM systems
- The ability to analyse and present date in a variety of formats
- Able to positively engage in complex and often politically charged projects with senior managers, councillors, and external stakeholders.
- Experience working with stakeholders and partners on a multi-organisation basis.
- Programme and project experience.
- Experience of working within a political environment.
- Experience of preparing well written reports on complex and contentious issue, reflecting data in a meaningful format
- Experience of effective risk management.

Knowledge, Skills and Understanding

- Knowledge of digital infrastructure, including websites, social media channels, and emerging technologies such as AI and data-driven tools.
- Commercial awareness in a business support setting.
- Excellent communication skills (verbal and written).
- Creative thinking and organisational problem-solving skills.
- Ability to support projects.
- Ability to work effectively with stakeholders.
- Ability to work under pressure with changing work demands.
- Good knowledge of how to understand local needs and priorities.

Behavioural attributes

- Aligns with Gloucestershire Employee Values and behaviours.
- Positive and “can do” attitude.
- Ability to manage competing priorities effectively.
- Ability to use initiative and be proactive.
- Ability to build credible and effective relationships with stakeholders.
- Excellent interpersonal skills, able to work independently & as part of a team.
- Excellent organisation and ability to meet challenging deadlines.
- Ability to respond to a changing pattern of demand at work which can be unpredictable and unplanned requiring constant shifts in priority.
- Positive attitude to problem solving; innovative and flexible approach to challenges.
- Resilient and able to cope and function effectively when working in a pressurised environment.
- Ability to champion Gloucestershire.
- Ability to work on own initiative and respond quickly to changing priorities
- Committed to achieving the best outcomes, taking responsibility, being professionally curious and holding self and others to account.

Education & Qualifications

Essential

- Excellent level of literacy and numeracy evidenced by GCSE’s and A-Levels/NVQ Level 4 in relevant subjects OR able to demonstrate equivalent qualification.

We encourage and welcome applications from people from ALL backgrounds and protected characteristics; applicants will be considered for employment without regard to their race, colour, religion or belief, age, nationality, ethnicity, gender (including pregnancy, childbirth, or other related medical conditions, paternity, or adoption), gender identity, gender expression, sexual orientation, marital status, disability or caring responsibilities.

As a Disability Confident employer, we will guarantee an interview for disabled applicants who meet the essential criteria for the job. Where the evidence shows that ‘protected characteristics’ are underrepresented in a profession or service, the Council may take ‘positive action’ to encourage applications for jobs to address this.