

**TOTNES TOWN COUNCIL**

**JOB DESCRIPTION –** **ECONOMIC SUPPORT OFFICER**

The post is part time (17.5 hours per week) and the working hours will include some evenings and weekends, as required by the activities of the Town Council. This post will be line managed by the Marketing & Communications Manager.

**Job Purpose**:

The post will primarily be to support economic development in Totnes by facilitating the Economy Working Group and providing support to other initiatives including the Community Economic Plan and Business Forum.

**The primary responsibilities and duties are:**

Destination Management

* Marketing and communications tasks (including managing and developing advertising opportunities).
* Updates, maintenance and development of the Visit Totnes website.
* Prepare social media and web views reports.

Business support

* Provide advisory and liaison services to local businesses, acting as a key point of contact.
* Lead the research, data analysis, and best practice reviews to support the Community Economic Plan and Business Forum.
* Collaborate with the Marketing and Communications Manager to support the work of the Economy Working Group.
* Prepare reports, proposals, and recommendations to advance the Council's economic development objectives.

Town Council Communications

* Manage the content and updates for the Town Council's website, ensuring information is accurate and accessible.
* Monitor and maintain the Council's social media channels, building digital relationships with community partners.
* Work closely with the Marketing and Communications Manager to raise the Council's profile and engagement with local stakeholders.

Other

* All team members to assist with community and civic events as required which may include occasional weekend work
* All team members to provide cover for the other team members in the event of absence, lunch breaks, sickness or annual leave including covering reception and the phones.

To attend meetings as required by the Town Clerk, in particular

* Administer and minute the Economy Working Group.
* Attend the Community Economic Plan meetings.

Policies

* Carry out all duties in accordance with Totnes Town Council’s adopted policies
* Carry out all duties in accordance with the Town Councils Equal Opportunities Policy. It is the duty of the post holder not to act in a prejudicial or discriminatory manner towards members of staff, visitor or members of the public. The post holder should also counteract such practice or behaviour by challenging or reporting it to the Clerk
* Carry out all duties being mindful of the Town Councils obligations under the Disability Discrimination Act 1998
* Attend to the health and safety of self, other people and resources whilst at work and cooperate with colleagues to comply with the Health and Safety at Work Act 1974
* Be aware and compliant with General Data Protection Regulations.

To actively and positively contribute to the appraisal process and to follow up agreed actions. Undertake such training or attendance at conference or relevant events as shall be directed by the Town Clerk

**PERSON SPECIFICATION**

**Essential Criteria:**

* Minimum of 3 years’ experience in a related field.
* Evidence of professional development or qualifications in marketing, communications or economic development.
* Proven experience in marketing, communications, and website management.
* Excellent written and verbal communication skills, with the ability to liaise effectively with businesses and other stakeholders.
* Strong data analysis and research skills, with the ability to prepare reports and proposals.
* Proficient in using social media platforms and developing digital relationships.
* Ability to work collaboratively as part of a team, while also working independently.
* Strong organisational and time management skills, with the ability to prioritise tasks and meet deadlines.
* Familiarity with accessibility requirements for digital content.
* Willingness to assist with community and civic events, including occasional weekend work.

**Desirable Criteria:**

* Knowledge of the local Totnes area and its business community.
* Experience of community economic development and an understanding of principles and best practices.
* Familiarity with content management systems and website maintenance.
* Experience in preparing social media and web analytics reports.

**Qualifications:**

* Educated to a minimum of A-level or equivalent, with a relevant degree or professional qualification.

**Other Requirements:**

* Flexible and adaptable to changing priorities and demands.
* Committed to providing high-quality customer service.
* Able to work 17.5 hours per week (0.5 FTE).