



Job Description

Service:	Place
Job title:	Business Support Administrator (Maternity Cover)
Grade:	B
Hours of work:	37 hours
Responsible to:	Economic Development Manager
Responsible for:	Direct reports: 0 Indirect reports: 0 Budgetary: 0

Purpose of Post:

To provide high quality administrative and operational support to the Economic Development team with a focus on social media and website workstreams.

Key Deliverables:

1. Administrative support

- To provide the full range of administrative support to the Economic Development team (EDT), primarily the maintenance of digital information across the CRM and social media / email marketing platforms.
- To register inward investment enquiries on the CRM system in a timely manner in accordance with Standard Operating Procedures. Contributing to ongoing improvements in data capture, data quality and performance reporting.
- Conduct basic research into industrial sectors to support the development of propositions for the Invest in Huntingdonshire website. This will include research exploration, data collation, data inputting and appropriate communication of findings/insights.
- To effectively deal with inbound or in-person enquiries and, where suitable, triage to the appropriate ED team member.
- Raising purchase orders and processing invoices on time to meet Standard Operating Processes. Accurately maintaining a finance tracker for the department with the Economic Development Manager (EDM).

2. Marketing and communications

- To aid the EDT through working collaboratively and with other departments across the organisation. This will include supporting internal and external events both in-person and online, promoting ED services and generally helping our businesses.
- Support the weekly maintenance of digital content, including sourcing news and events and uploading case studies to the Invest in Hunts website.
- Working with the EDM and Communications team, scheduling social media posts as per the Communications Strategy.
- To provide monthly monitoring and reporting on email marketing campaigns, website traffic and social media analytics including LinkedIn and X. Identifying trends and opportunities to increase awareness of HDC business support programmes and the ED team offerings, whilst advising the EDM on actions.
- In consultation with the EDT, to create and send out weekly e-newsletters to our business community keeping them informed of latest news, events and Council activities.

This job description is intended only as a guide. The post holder will need to be flexible and adaptable to respond to other duties that may be required from time to time and wider changes and developments within the Council.

<p>Knowledge and Qualifications</p> <p><i>The knowledge required to undertake this role and any qualifications or training relevant for the role</i></p>	<ul style="list-style-type: none"> • 5 GCSEs Grade C or above including Maths and English. (Essential) • Experience of data entry and the use of computer software, including Microsoft Word, Outlook and Excel. (Essential) • Knowledge and basic understanding of the work of an Economic Development Team and/or business support initiatives. (Desirable) • A marketing/social media/website content qualification or similar training/development. (Desirable)
<p>Experience</p> <p><i>Experience the person would need to fulfil the expectations of the role</i></p>	<ul style="list-style-type: none"> • Relevant work experience of office practice and administrative procedures, involving both team and independent working, providing support to a team and dealing with customers. (Essential) • Experience of working within an economic development function or a business support environment. (Desirable)
<p>Skills and Abilities</p> <p><i>Specific skills the applicant would need to succeed in the position</i></p>	<ul style="list-style-type: none"> • Excellent communication skills and ability to liaise effectively with multiple stakeholders (Essential) • Capability to work as part of a team and to work with minimum supervision, prioritising a workload on own initiative. (Essential) • Productive yet accurate and ability to work within procedural parameters. (Essential) • Delivers what they have agreed with the team. (Essential) • Good problem-solving abilities. (Essential) • Experience or interest in social media and e-marketing. (Essential) • Demonstrates confidence in their position, communicating and presenting with credibility. (Essential) • Develops and maintains productive relationships with internal and external customers. (Essential)

	<ul style="list-style-type: none"> • Promotes and demonstrates continual improvement. (Essential) • Establishes clear actions and timeframes with deadlines and milestones. (Essential) • Ensures the effective and efficient use of time and resources. (Essential) • Responds constructively to a change in agenda or priorities. (Essential) • Ability to pick up new processes, procedures and computer packages quickly. (Desirable) • Ability to analyse and determine specific actions arising from social media analytics. (Desirable) • Identifies opportunities to make the organisation more competitive, efficient and profitable (Desirable)
Decision Making and Impact on Others	Workload decisions must be made as to urgency, relevance, level of assistance required.
Communication with Internal and External Customers	<p>Internal customers include staff throughout HDC. ED interfaces with many services and departments and often are the 'face' to all customers.</p> <p>External customers include councillors, businesses, property agents, the general public and other public agencies.</p>
Personal Attributes and Other Requirements	<p>ED is a busy department interfacing with businesses and internal customers. Flexibility in adapting to daily requirements is key as is clear communication with the team. The ability to be self sufficient and work independently within the team structure is essential.</p> <p>Team work is key to providing a support role. Interaction with members of the team in respect of deadlines, time constraints and workload management is essential to achieving this.</p>
HDC values	The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.



The icare logo is repeated in the left column of the table.	<p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers matters to us all.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>
---	---

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.