



# Role Profile

<b>Economic Development – Investment Officer</b>				<b>Purpose</b>			
Reference No.	A4741	Type	Individual	Positioned within the Enterprise & Business Development section of Economic Development Team. To assist with the development and implementation of effective traditional and digital communications to support the front facing aspects for delivery of inward investment, business support initiatives, Culture of Enterprise Strategy and profile building of the wider Economic Development Services, such as employment land and our Property Portfolio. Working closely with colleagues across the Team.			
Service	Business & Employability						
Job Family	Professional 1	Grade	FC7				
<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:				<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility		<b>E</b>	<b>D</b>
Assisting in the development and implementation of communications across many channels inc social media, website sites and traditional media. Livery and dissemination of economic information, research and analysis.				Educated to SCQF Level 8 which includes HND or equivalent qualification		✓	
				Experience of using social media for communications		✓	
Supporting the preparation and evaluation of projects through effective surveys, questionnaires and engagement with colleagues.				Experience in conducting research and preparation of research briefs (Deliver Results – See How We Work Matters Framework)		✓	
Feeding research and intelligence into economic development, inward investment and business development operational delivery.				Experience in an economic development and information environment		✓	

E = Essential Criteria D = Desirable Criteria

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Supporting colleagues in the preparation of complex data analysis – for examples the analysis of economic data such as key sector analysis and priority findings.	Experience interpreting complex performance data (Embrace technology and information)	✓	
Disseminating information to internal and external stakeholders to raise awareness and inform of Fife’s competitive location and key market prospects to support inward and indigenous investment.	Experience in preparation of reports and presenting information in a variety of styles (Take ownership)  Communication skills  Experience of engaging effectively with partners (Work together)	✓  ✓	✓
Acting as a key point of contact for, and manage the provision of, business information requests from internal and external customers. (managing the Fife means business email account and main social media accounts)	Positive attitude to customer care and quality (Focus on customers)	✓	
Liaising and working in partnership with key national agencies where collaborative communications and promotional campaigns are being developed and implemented to support the economy of Fife. SDI namely:	Experience in a local authority environment		✓

### Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required

**Before confirming appointment:** You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.

## Additional Information – the following information is available:

- Skills Framework (if applicable)
- **How** we work matters

## Expected Behaviours

Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.

Please refer to How We Work Matters Guidance to learn more.