

Tunbridge Wells Borough Council

Job Description

Title: Graduate Economic Development Officer

Grade: C

Service: Economic Development

Responsible to: Economic Development Manager

Job Summary

The Graduate Economic Development Officer based at the Council's coworking space in the Town Hall, Royal Tunbridge Wells, will contribute to the delivery of an exciting and varied portfolio of local initiatives across the borough of Tunbridge Wells.

The Economic Development Team works to support sustainable economic growth through a range of innovative approaches. This includes marketing and promotion for the visitor economy, initiatives to develop the cultural and creative sector, supporting businesses as they adopt AI technology and adaptations to net zero, as well as community stakeholder projects. The Team always seeks to work with partner organisations to ensure maximum benefits for the local economy.

The role is a great way to gain experience of policy development and project delivery in a public sector setting, within a collaborative environment where all team members have input on decisions.

Main Duties

1. To assist in the delivery of the projects included in the Borough's adopted Economic Development Strategy and Action Plan.
2. To assist with the Economic Development Team's communications with local businesses, including the monthly newsletter, our social media channels and the Business Portal on the TWBC website.
3. To assist with the promotion and marketing of Tunbridge Wells Borough as an attractive visitor destination, through management of the Visit Tunbridge Wells website, social media channels and working with partners such as Visit Kent.
4. To assist in promotional campaigns to support local businesses and encourage new businesses to invest in the borough.
5. To assist in the organisation of events to support businesses, for example recruitment and networking events.

6. To provide support to Royal Tunbridge Wells Business Improvement District (BID), a key partner for the Council.
7. To support the preparation of the Council's Local Plan and Royal Tunbridge Wells Town Centre Plan with reference to economic development and transport issues.
8. To undertake research for Economic Development projects, plans and strategies and assist in the development of engagement programmes as needed.
9. To support work undertaken in partnership with Kent County Council and public transport operators to deliver improvements to the local transport network, including active travel (cycling and walking).
10. To work with the TWBC Sustainability Team and local businesses to contribute to the development of a borough-wide action plan for reaching net zero.
11. To undertake additional administrative duties as required, including assisting with the team's financial and record keeping procedures.

NB: This job description is not intended to be an exhaustive list of the duties required in the post. In light of Service needs, some tasks will need to change and any changes will be made in consultation with the postholder.