



European Union
European Regional
Development Fund



JOB DESCRIPTION

SERVICE:	Development Services
SECTION:	Superfast Cornwall
JOB TITLE:	Project Officer (Business Support and Marketing)
FUNDED BY:	European Regional Development Fund and Cornwall Council
RESPONSIBLE TO:	Project Manager
SUPERVISORY RESPONSIBILITY:	Externally contracted organisations

KEY RELATIONSHIPS:

Company:	Superfast Cornwall project team, Central Services, Growth & Skills Hubs, Development Services teams, BIG Productivity project
Council:	Local Councillors, Officers within Economic Growth Service
External:	Wide range of Businesses (SMEs), Externally appointed contractors (e.g. marketing, research), Suppliers of digital solutions to SMEs, Business support providers (e.g. Acceleration Through Innovation, Digital Transformation Project), Federation of Small Businesses, Chamber of Commerce, and other business networks, other stakeholders such as Parish and Town Councils

MAIN PURPOSE OF THE JOB:

- To support the Project Manager leading the Business Digital Grants workstream, delivering investment in digital solutions to SMEs, working directly with and supporting SMEs through the detailed application, implementation and claims process
- To support the Project Manager leading the Marketing workstream, getting more SMEs connected to superfast broadband, and driving demand to the Business Digital Grants and Broadband Grants workstreams
- To support the Superfast Cornwall team in other workstream activity, including Broadband Grants and Business Digital Support

KEY TASKS:

Service delivery

- To work on the Business Digital Grants workstream under the management of the Project Manager, particularly targeting the SMEs that may have been slower to adopt the benefits of digital solutions, including:
 - Working directly with SMEs making an application for a grant, supporting them through the detailed grant application process, ensuring the subsequent digital



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- solution implementation remains on track, and supporting them through the grant claims process
- Ensuring high quality grant applications developed with the SME are passed to PFS colleagues for processing, offer letters etc. and to work closely with the Superfast Cornwall and PFS teams to ensure all the required evidence is gathered for compliance with ERDF requirements
 - Liaising with the PFS Team to ensure smooth processes deliver an excellent customer experience
 - Working with the Business Digital Consultants as required by the Project Manager to help identify SMEs suitable for follow-on grants
 - Maintaining the project CRM system relating to communications and support for SMEs
 - Working closely with the Superfast Cornwall and PFS teams to ensure all the required evidence is gathered for compliance with ERDF requirements
- To work on the Marketing & PR workstream, under the management of the Project Manager, including:
 - Helping to deliver the agreed marketing plan
 - Assisting with the management of external contractors appointed to undertake marketing activities
 - Helping to ensure that all SME communications are delivered in a clear, easily accessible, jargon free way that target SMEs can understand
 - To work on the Environmental Sustainability and/or Digital Inclusion workstreams, which may include:
 - Helping to promote the environmental benefits of digital solutions, e.g leading to reduced travel and energy use
 - Assisting with the delivery of informal digital sessions for inexperienced businesses or people
 - Support the Project Manager and Superfast Cornwall team with other activities across the breadth of the wider programme, including:
 - Broadband Grants – Understanding and able to support the scheme if required
 - Business Digital Support – Providing support to the Business Digital Consultants if required

Relationship management

- Develop an excellent relationship with SMEs to provide them with the support required through the detailed grant application process
- Develop an excellent relationship with CDC colleagues, particularly in Central Services as their support will be required for smooth delivery of the grants based activities
- Support presentations to businesses and other interested groups, and be willing to develop own presentation skills
- Develop an excellent relationship with any externally appointed contractors
- Understand the role of other business support projects, and to refer SMEs onto other projects if appropriate
- Become able to brief businesses and some other stakeholders as appropriate, and develop an understanding of when to escalate issues



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Service development

- Work with a variety of other projects and initiatives, particularly those able to deliver the benefits of digital solutions to SMEs

Technical

- Keep up to date with the ERDF funding requirements, including procurement, publicity and claims processes.
- Keep up to date with digital developments which can benefit SMEs, including any with a broadband focus
- Keep up to date with developments in broadband market

Leadership & management

- To be willing to be managed in an open and progressive way, with a focus on being set clear targets, taking responsibility, embracing a culture of innovation and accepting that mistakes will be made and learnt from.
- To provide honest feedback to the project's management, be happy to suggest ways of improvement if appropriate

Performance reporting & management

- Undertake required duties relating to management of your performance
- To work with SMEs making investments in digital solutions to ensure all sourcing is compliant and evidenced to the audit standards required

Resource management

- Support the Project Manager in ensuring that sound financial controls and reporting procedures are in place and follow all audit requirements
- Assist with the management of contractors to deliver external evaluation expertise
- Manage the procurement of other external services as required by the Project Manager, ensuring compliance with procurement rules
- Becoming familiar with EU procurement and publicity rules

Customer feedback

- Maintain excellent communication channels with target SMEs, ensuring effective two way process of feedback is in place
- Support the Project Manager as required in providing responses to enquiries or complaints from businesses and other

KEY RESULT AREAS:

- Contribution towards achieving the required volume and quality of applications to the Business Digital Grants workstream
- Contribution towards achieving the required number of SMEs receiving funding, and to the overall funding committed (Business Digital Grants workstream)



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- Contribution towards increasing the number of extra businesses connected to superfast broadband (Marketing Workstream)

PERSONAL & TEAM RESPONSIBILITIES:

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company's culture, values and behaviours:
 - achieving excellence
 - valuing ourselves and others
 - showing personal leadership
 - being passionate about what we do
 - committed to a low carbon future for all
- Take responsibility for own self-development on a continuous basis.
- Participate actively and positively in the effective matrix management of activities across the CDC
- Display strong customer and commercial focus towards the delivery of all commissioned work, supporting the identification and securing of additional funding or contract opportunities
- Carry out responsibilities with due regard to the UK Data Protection Legislation and the General Data Protection Regulation (GDPR)
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Sustainable Development Policy
- Work at all times within the code of the Health & Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.

Good communication and organisation skills as well as self motivation and self confidence will remain essential qualities to fulfil this role.

In addition to fulfilling this specific role, you may occasionally be required to make your abilities available to help meet related business needs of the Company in your own or other departments. This would only be required if authorised by your Manager and subject to confirmation that precedence is given to your normal duties

Date last reviewed: XXX

Approved by manager:

Agreed with post holder:

Date Personnel informed:



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Development Company**PERSON SPECIFICATION****SERVICE:** Development Services**SECTION:** Superfast Cornwall**JOB TITLE:** Project Officer**EXPERIENCE**

Essential	Desirable	How identified
Excellent experience of liaising with and developing strong relationships with the private sector	Basic project management experience, including contract and budget management	Application form Interview References
Excellent organisational, administrative and planning skills, including event organisation	Experience of procuring and managing external contractors	
Well-developed and proven communications skills	Experience working on a public funded projects, preferably ERDF	
Experience of managing and updating data sources	Experience of broadband technologies and market	
Ability to work well within a small team environment and with external contacts	Experience marketing across various channels	
Demonstrable experience in an environment focussing on project delivery, meeting targets, attention to detail and providing outstanding customer service	Experience giving presentations, preferably to a business audience	
Experience of using digital systems to deliver business benefits		
Experience of dealing with SMEs, including experience dealing with senior people		
Experience using IT systems, including Word		



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Essential	Desirable	How identified
processing, Spreadsheets and CRM		

EDUCATION & TRAINING

Essential	Desirable	How identified
NVQ 4 or degree and/or equivalent relevant professional qualification or experience	Project management qualification ICT qualification	Application form Certification

BEHAVIOURS

Essential	Desirable	How identified
Results driven with careful attention to detail Ability to work under own initiative and under pressure Diplomacy and ability to gain other people's confidence Innovative thinker, ability to react to unforeseen circumstances and willing to try new ideas Flexible can-do approach		Interview References

KNOWLEDGE & SKILLS

Essential	Desirable	How identified
Knowledge of the benefits and options of digital business solutions for SMEs Ability to communicate the benefits of digital opportunities to audiences with different levels of knowledge and understanding	Knowledge of broadband systems, including fibre based, copper based, wireless, mobile and satellite systems Knowledge of project management techniques	Application form Interview References



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<p>Good knowledge of EU funded programmes and related compliance and audit requirements</p> <p>Strong written and spoken communication skills</p> <p>Diplomatic and networking skills</p> <p>Ability to problem-solve creatively and proactively in furtherance of project execution</p> <p>Excellent IT skills, in particular in using a CRM and MS Office applications</p>	<p>Giving presentations, particularly to small business audiences</p> <p>Marketing knowledge and skills</p> <p>Knowledge of the environmental benefits of digital solutions</p>	
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ANY ADDITIONAL FACTORS

Essential	Desirable	How identified
<p>Ability and willingness to travel</p> <p>Willingness to work some evenings/weekends with time off in lieu</p>		<p>Interview</p>