



JOB DESCRIPTION

Role Title	Digital Development Officer (DDO) (Full Time) SELEP Digital Business Support Project Home based
Reports to	Project Manager
Salary	£ 30,000 - £ 34,000 depending on experience
Hours	37 Full-Time
Contract Type	Fixed term (minimum 12 months)

Role Context/Purpose:

South East Local Enterprise Partnership (SELEP)

SELEP is a partnership for growth between business, government and education, working with central government and its key agencies to pursue and attract major investment into the South East to deliver significant economic growth. The SELEP region includes East Sussex, Essex, Kent, Medway, Southend and Thurrock with Essex County Council acting as Accountable Body for SELEP.

A key strand of SELEP's remit is to support businesses in the South East to start, operate and grow. The region has an annual economic output of around £90 billion and a business base of circa 170,000 made up overwhelmingly of small and medium sized enterprises (SMEs) with 90% of these being micro businesses. This business base is key to economic stability and growth.

SELEP's South East Business Hub and its component local Growth Hubs (Business East Sussex, Business Essex, Thurrock and Southend, and the Kent & Medway Growth Hub) provide free and impartial information and advice to all businesses looking to succeed, helping them to navigate the national, regional and local business support landscape.

Further information can be found on the [South East Business Hub website](#)

Digitising Business

WSX Enterprise were successful in winning a tender to develop and deliver a range of business support services to the SELEP region. This particular project will focus on supporting businesses to develop and enhance their digital capability to sustain and grow.

The individual in this role will be responsible for managing and delivering on the project targets and deliverables which include;

- **Online Zoom Awareness Events (1 hour sessions)** - introductory events (in partnership with the Growth Hubs, Chambers of Commerce, LEP etc). This co-branded series of events will run every month (around 10 -12 in total for the 12 month programme) and will raise awareness about the opportunities offered by different aspects of digital technology to transform the way a business operates, aiding business improvement, sustainability and growth. Topics covered will in the series may include (but can evolve depending on need due to pandemic):
 - 1) *Building and maintaining a strong online presence during the pandemic*
 - 2) *E-Commerce – making the switch to online and how to maximise your new e-store*
 - 3) *Rebuilding Supply Chains through Digital Channels*
 - 4) *Flexible Working – tools, tips and strategies using digital tech.*
 - 5) *Digital Productivity Tools*
 - 6) *Digital Marketing*
 - 7) *Making the most of your website*
 - 8) *Search Engine Optimisation*
 - 9) *Google Analytics*
 - 10) *New Digital Platforms – Exploring software and new digital business models*
- **Intensive support - 121 (1-3 hours dependant on need)** Support from DDO's via online Zoom meetings to diagnose key technology issues and priorities with the development of an action plan which leads to a referral for appropriate support to identify appropriate solutions (this potentially could be a grant referral). This support may be used to help resolve a range of issues and could include: e-commerce website user review diagnostic, social media strategy review, SEO review, ICT systems review, productivity tools mapping, remote working technology review etc. Bookable slots will be made available through an automatic booking platform and embedded on support partner websites.
- **Workshops and Masterclasses “Adapting With Digital” Webinar Series (2 hour sessions)** bi-weekly delivered by DDO and partnered by industry experts (where relevant and sourced from existing networks from WSX Enterprise and/or SELEP network, Growth Hub, Chambers of Commerce etc) to develop understanding on applying digital technology tools and take their skills to the next level. Relevant and interested parties will then be signposted to the grant programme and applications required via Digital Specialist 121 or via online Expression of Interest form to be made available via Growth Hub/LEP/Chambers of Commerce/Council websites. Topics will follow the same themes as the Awareness Events (as above) but will expand on each subject for attendees to explore in further details. Sessions are interactive and breakout rooms (using zoom) are used to tailor the sessions for sectors or different panel discussions.
- **Digital Week** – An online one week event to be hosted mid project. A series of x2 expert talks each day for a whole week. Online booking system and marketing platform are used to promote speakers and forum discussions. It will pull together key themes poignant to Covid-19 and Digital Retail and E-Commerce in particular.
- **Digital/Technology grants (£500-£2000)** for SME's to resolve specific technology related issues or new online digital services that will lead to a step change adoption of new business technology. Recipients will apply via an online Expression of Interest Form and if they meet a basic criteria they will be assigned a Digital Development Officer to help develop a grant application. Grant workshops will run each month to help engage and educate on application process.

Key Tasks:

1.	Respond to leads in a timely manner, with a view to engaging businesses that meet eligibility criteria.
2.	Co-ordinate and facilitate online digital themed events via Zoom/Teams. Also deliver online virtual 121s to help businesses with digital related queries
3.	Attend awareness events and networking groups to promote and raise awareness of the service and to identify appropriate clients.
4.	Build effective relationships with businesses, ensuring high levels of customer satisfaction.
5.	Examine in detail the elements and requirements of client businesses in order to identify barriers to and opportunities for growth, in relation to digital capability
7.	Build effective relationships with customers, colleagues and suppliers in order to provide the best brokerage advice based on the customer's requirements
8.	Use ICT to communicate effectively and aid problem solving and decision making
9.	Accurately complete action plans/template and related paperwork in a timely manner and comply with project reporting and process requirements
10.	Work with clients to overcome barriers during the implementation of their action plan, in order to sustain momentum towards the agreed goals.
11.	Provide the business with details of upcoming events and online booking details I book them onto the events
12.	Utilise other business support sources to collate research and information for use by the business and to inform next steps
13.	Make referrals to appropriate workshops/specialists that exist in the region already for further support, including a full brief of requirements and to other business support services where appropriate
14.	Ensure contract specified hours of support are delivered & documented
15.	Where appropriate, collect all necessary documents for grant making decisions and collect follow up evidence.
16.	Experience in managing end-to-end digital projects
17.	Good knowledge required of how digital technology is used in businesses including software, new technologies, digital marketing, social media, Cloud solutions, e-commerce, web development and analytical and data management tools & CRM systems

Please note: This job description seeks to provide an outline of the duties and responsibilities of the post. The post holder may be required to undertake other duties which fall within the grade of the job, in discussion with the CEO. It is not a definitive document and as a new post will be subject to review in conjunction with the post holder in light of any project review or funding criteria.