

Investment Communications Officer

Grade: 9

Our Vision

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

- Have access more good jobs and share the benefits of economic growth
- Live in thriving and sustainable communities
- Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish, and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and the people of Staffordshire
- Courageous – We recognise our challenges and are prepared to make courageous decisions.
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

The post is based within the Business and Enterprise Service of Staffordshire County Council which sets the strategy and direction for growth in Staffordshire's £18 billion diverse economy including its thriving visitor economy.

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As a key contributor to the Place Marketing function for Staffordshire, the Business and Enterprise County team co-ordinates the direction of Staffordshire's investment services which seeks to safeguard and create enjoyment and employment opportunities across Staffordshire.

Working collaboratively within the local government community, through our established partnerships and with the private sector, we provide key business support for the wider Place Marketing of Staffordshire and encourage investment through the established channels of Staffordshire's investment service, bringing life to the 'We are Staffordshire' Place Brand and driving forward the Local Visitor Economy Partnership - especially where this relates to business, investment and growth.

The service works in partnership with a range of organisations, public and commercial partners at a local, national and international level.

About the Role

This role sits within the Economic Development team and plays a vital part in delivering Staffordshire County Council's strategic priorities. The role focuses on attracting inward investment and enhancing the visitor economy by delivery high quality Business to Consumer (B2C) and Business to Business (B2B) communications that promote Staffordshire as an attractive destination for both employment and enjoyment.

The officer will support initiatives that generate economic growth, improve visitor experiences, and strengthen partnerships with stakeholders such as local authorities, tourism operators, business networks, and community groups.

The role is pivotal in helping us to position Staffordshire as both the Playground of the UK and the place where businesses 'Make it' both in terms of success and forward thinking product.

Reporting Relationships

Responsible to: Staffordshire Investment Agency Manager

70000531/G09/CAS

Key Responsibilities:

1. Act as the primary point of contact for communications related to inward investment and visitor economy marketing initiatives, engaging with stakeholders, partners, and the public.
2. Promote Staffordshire's inward investment opportunities and visitor economy assets, including the county's place brand, key messages, and visitor experience standards, to residents, visitors, businesses, and potential investors.
3. Proactively source, research, create, and secure approval for editorial content—written, visual, and audiovisual—that supports the communication objectives of Staffordshire's inward investment and tourism strategies.
4. Disseminate content across a range of channels, including media outlets, publications, websites, social media platforms, e-newsletters, and digital devices, to enhance Staffordshire's profile as a premier destination for visitors and investors.
5. Develop and distribute timely internal communications to partners, stakeholders, and community groups to support the delivery of inward investment and visitor economy projects, ensuring consistent messaging and engagement.
6. Support the planning and delivery of key promotional events, such as investor forums, tourism conferences, and community engagement activities, to promote Staffordshire's economic and visitor assets.
7. Source, coordinate, and manage contractors and suppliers—such as photographers, designers, web developers, and PR agencies—to produce high-quality promotional materials that showcase Staffordshire's investment and visitor opportunities.
8. Monitor and evaluate the effectiveness of communications campaigns and activities, ensuring they meet strategic objectives and contribute to increased inward investment and visitor engagement.
9. Establish and maintain collaborative relationships with other destination management and marketing professionals, regional tourism bodies, and

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national associations to share best practices and strengthen Staffordshire's digital and communications presence.

10. Undertake additional duties as required, aligned with the responsibilities of the role, to support the ongoing development of Staffordshire's inward investment and visitor economy initiatives.

Other Information

This post is designated as a casual user.

The post holder will need to meet the travel requirements of the role which are generally local.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.

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Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.




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Person Specification

A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

Minimum Criteria for Disability Confident Scheme*	Criteria	Measured by
	Qualifications <ul style="list-style-type: none"> Relevant degree and/or professional qualification (or equivalent) in communications, media, marketing, public relations or journalism, or relevant experience. 	A
	Knowledge and Experience <ul style="list-style-type: none"> Demonstrable experience of working in a press office or media environment which would enable a full understanding of the requirements of the role and the challenges it would bring Proven ability to write and edit content for the web, social media and e-newsletters, generate press coverage and respond effectively to enquiries Proficient in using social media channels, Word Press and general IT packages 	A/I A/I A/I
	Skills <ul style="list-style-type: none"> Ability to communicate to a range of stakeholders both verbally and in writing Customer service skills including interacting effectively and professionally with external and internal customers Ability to work as a member of a multi-disciplinary team and balance the interests of communications with other specialist areas of the Investment and Visitor Economy Partnership's work. Ability to understand the need to treat information confidentially, and have political awareness, especially in relation to media matters Ability to represent the Investment Service at all times, including at public and other meetings Ability to efficiently access areas out of reach of public transport. The post holder will be expected to use their own vehicle on most occasions 	A/I A/I A/I A/I A/I

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If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview. This scheme will also apply to Care Leavers and Armed Forces/Veterans.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting Talent & Resourcing Team 01785 278300