



## Job Description

Post Title: **Love Dundee Local Business Champion**  
Reports to: **Chief Executive, Dundee & Angus Chamber of Commerce**

Love Dundee Local has been created to help support local people to buy from and promote local businesses.

Love Dundee Local is here to help businesses in our community to showcase their products and services in a digital high street, and to encourage business registrations to receive payments via the Dundee Loves Local Gift Card.

The campaign aims to reach as many people as possible about the importance of thinking local first. We want as many individuals and organisations to get involved in the campaign and help spread the word!

Dundee & Angus Chamber of Commerce, Dundee City Council, and key private sector providers have teamed up to offer services to drive purchases and footfall across many sectors who need our support. From food & drink businesses, to bars, restaurants, cafes, shops and attractions, every Dundee business has something to offer and buying local helps sustain local jobs.

Having a thriving city where you can buy what you need, enjoy local experiences and feel part of the community is what makes a place special. And local businesses often source their goods locally too, helping to reduce everyone's carbon footprint.

This role is a fixed term, part-time post for 12 months and 21 hours per week, with flexible working pattern available to suit the ideal candidate.

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### Main Responsibilities and targets:

**The Love Dundee Local Business Champion will become a recognised local resource and a trusted connection between local businesses, driving local spend and footfall within the key district shopping centres of Dundee.**

**This project ensures that the investment in digital infrastructure to support local initiatives in Dundee are maximised and their benefits can be evaluated and recorded and used to inform future projects.**

**By having this role on the ground talking to businesses about the support local agenda together with the knowledge and expertise to help them move their businesses onto the existing platforms businesses, it is expected this will also empower our local businesses to create more opportunities and connect more effectively with their local communities.**

**You will have responsibility for engaging with business owners and leaders, working between the partner organisations and the City Centre Ambassador teams.**

**A major focus of the role will be to ensure businesses can easily “on board” onto the current digital support initiatives including the Scotland Loves Local Gift Card and the Love Dundee Local app/website – to create a project of scale that will encourage people to buy and use both the SLL Gift Card and the Love Dundee App – a joint approach that brings benefits to both elements of the project. Once the on-board business targets have been met then focus will move to promotion, additional activation, and ongoing support.**

**Primary Responsibilities and targets:**

- Lead business engagement
- Manage stakeholder/partner engagement
- Work with partners to plan and deliver marketing and communications for the project
- Actively manage and recruit business sign up to the Giftcard programme
- Actively manage and recruit business sign up to the Love Dundee Local web app
- Regular project reporting both internally and to Scotland’s Towns Partnership

**Team Responsibilities:**

- Be a champion for the Chamber network and cross-refer any businesses interested in membership to the appropriate colleagues within DACC
- Uphold the DACC vision, aims, purpose and objectives and be a good ambassador for the organisation, partners and wider project
- Such other duties as the Chief Executive may reasonably direct

**Customer focus and team working**

Adopt a highly customer focused approach with businesses, partners and stakeholders. Be a collaborative and supportive colleague within the Chamber team and actively contribute to a positive and friendly working environment. Coach and support interns and colleagues on work placement where appropriate.

**Cost effectiveness and efficiency**

Plan and organise activities, appointments, events, travel and expenses etc to achieve good value for money, minimise running cost and make efficient use of time. Allocate personal time carefully in the context of the project delivery it will achieve or sustain.

**(As at January 2022)**

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## **Essential Experience & Skills:**

- **Substantial experience/track record in building and maintaining customer relationships**
- **Strong organisational skills**
- **Excellent IT skills utilising Microsoft software**
- **Knowledge and experience of managing project milestones and deliverables**
- **Ability to work collaboratively and individually**
- **Highly developed interpersonal, communication and customer care**
- **Strong networking & presentation skills**
- **Excellent written and oral communication skills suited to a wide range of audiences**
- **Marketing/digital & social media marketing skills**
- **Solutions oriented approach**
- **Energy and commitment to achieve defined goals**
- **Good team player**
- **A demonstrable ability to manage and motivate others**
- **Flexible approach to working hours**
- **Ability to work on own initiative, manage own time, prioritise and meet tight deadlines**
- **Self starter with an ability to innovate**
- **Calm and professional manner**
- **Confidential and discreet**

## **Desired Experience & Skills**

- **Driving licence & access to own vehicle**
- **Competent in the use of customer relationship management systems**
- **Creative problem solver**
- **Event management experience**

## **Key Tasks**

### **Project Management & Business Engagement**

- Working with the Chamber & Dundee City Council to oversee business engagement, targeting giftcard and website sign-ups, follow up leads and consistently manage any interest to progress
- Build and maintain relationships across the district shopping centres in the city, encouraging support for the buy local message
- Ensure effective regular reporting is carried out both internally with the Chamber CEO on KPIs and also to Scotland's Towns partnership on key project reporting

### **Networking/Promotional/Marketing**

- Contribute positively to the development and maintenance of marketing campaigns and materials to promote Love Dundee Local projects
- Present at events and speak publicly when required

**(As at January 2022)**

- Actively seek buy local case studies and testimonials of business success for sharing on the range of Love Dundee Local, Chamber & Council channels as appropriate, including websites and social media
- Work with colleagues to promote buy local news via all Chamber channels
- Manage Love Dundee Local communications including enewsletters and social media, including working with Chamber/Council colleagues to ensure key messages and news pieces are included in their communications
- Ensure that stakeholders are made aware of the range of business support services available through good use of all the communication channels used & face to face meetings and briefings where appropriate
- Attend Chamber and other events across the region and nationally to actively promote the Love Dundee Local initiative and build relationships
- Build a database of contacts and activity for engagement and communications purposes

### **Monitoring/Reporting**

- Produce reports showing the results of business engagement, lead generation, communication reach and other measures as set out for the project
- Meet regularly with partners to review progress and agree activity plan for upcoming cycles as required

### **About Dundee & Angus Chamber of Commerce:**

**As the leading business membership organisation in Dundee & Angus, and part of the worldwide long-established Chamber of Commerce brand, we have over 700 business members who between them employ around 50,000 people. We work hard to help provide members with the business connections and opportunities they need to flourish. We represent our members' views and use our collective voice to influence opinion makers. We are passionate about Dundee and Angus and promote it as a world-class destination, helping the local business community to thrive.**

**The role is for an initial project period of 12 months, and may involve some evenings and out of hours responsibilities such as event attendance, events preparation & support, and break down.**

### **Benefits**

Salary (circa £13,500 to £15,000 for 21 hours per week - £22,500 – 25,000 FTE), dependent on experience

Expenses, where applicable, covering travel and other business outlays are paid monthly, in arrears

Health Cover under the Westfield Health Chamber Plan will be provided

Annual leave entitlement is pro-rata 33 days holiday (includes 4 public holidays over the festive period)

Pension Plan provided with optional opt out

**(As at January 2022)**