



Llywodraeth Cymru  
Welsh Government

PUBLICATION, DOCUMENT

# Broadband Engagement Officer: example job description

Example job description for local authorities.

**First published:** 24 May 2024

**Last updated:** 24 May 2024

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## Main purpose of job

To facilitate digital infrastructure deployment (fibre and mobile connectivity) across the county through a programme of community, supplier and stakeholder support, engagement, and targeted communication.

## Key responsibilities

1. Supporting and enabling communities and businesses across the county's worst served areas to access fast, reliable broadband (fixed or mobile) through UK and Welsh Government interventions and voucher schemes that address the issue of poor connectivity.
2. Engaging with businesses and communities to gain a thorough understanding of the digital connectivity issues facing areas of the county with poor coverage, particularly in rural communities, and any barriers to take-up of full fibre or alternative solutions where they are available.
3. Empowering and enabling communities, businesses, suppliers and other stakeholders to deliver projects and solutions which address poor connectivity. Working with and supporting all stakeholders to develop and evolve projects and liaising with relevant parties as required to facilitate project deployment.
4. Acting as the single point of contact within the council in all matters relating to community led commercial and public sector investment in digital infrastructure.
5. Working closely with the Digital Infrastructure Relationship Manager to ensure the process of deploying digital infrastructure is continuously improved to attract as much private sector investment into the region as possible and projects are completed on schedule.
6. Accessing and deploying regional funding allocated to support the delivery of community and supplier engagement and communication which achieves

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programme outcomes. Liaising with the regional Digital Infrastructure Programme team to agree spend and draw down funds as required.

7. Working with local and regional communication teams to deliver a targeted multi-channel communication plan. Collaboratively planning, managing and delivering engaging campaigns using both traditional and digital channels to increase the visibility and understanding of the key messages outlined in the communication plan with target audiences.
8. Ensuring that all communications and engagement activities align to both the council and regional branding and programme level key messages.
9. Organising, attending and speaking at events to promote local, regional and national connectivity programmes and funding opportunities to the public, elected members, and suppliers.
10. Measuring and support evaluation of the effectiveness of the support, engagement and communication plan using a range of analytical tools and user feedback. Reporting both qualitative and quantitative data, information, and intelligence from the council to the Regional Digital Infrastructure Programme Team as requested to facilitate local and Regional workstreams and further investment in Digital Infrastructure.

## Essential criteria

### Qualifications, vocational training and professional memberships

- Professional qualification or equivalent

### Job related skills and competencies

- You have excellent interpersonal skills with the ability to develop strong,

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positive relationships and build credibility quickly; experience of successfully working with a range of people at all levels. A good understanding of how to engage with different audiences and meet differing needs.

- You can deliver projects on schedule and within budget using appropriate project management approaches and tools.
- You have proven experience in regeneration, economic development, communication, or related fields.
- You can think strategically and identify ways to improve support, communication, and engagement efforts.
- You have a sound understanding of the principles of effective support and communications; experience of delivering high quality communications and engagement activities that meet the needs of a diverse range of audiences.
- You have excellent written and verbal communication skills with the ability to present complex information clearly and effectively in appropriate styles at all levels. The ability to write and edit high quality copy.

## Knowledge

- You have an awareness of Welsh and UK Government digital infrastructure (fibre and mobile connectivity) projects and schemes.
- You have sound knowledge of the telecommunications industry and associated technologies and the benefits this brings to businesses, public sector, and communities.
- You understand the geographical, social, and economic makeup of the County and potential connectivity challenges and opportunities for communities

## Experience

- You have a proven track record of successfully planning, managing, and delivering partnership projects with a range of local, regional, and national

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stakeholders.

- You have experience of organising and speaking at events.
- You use various tools and approaches to carry out both research and evaluation.
- Experience of bid writing
- You have proven experience delivering campaigns using social media, email marketing and writing content for various audiences and channels.

## Personal qualities

- You have excellent communication skills, both orally and written and can communicate effectively with members of the community and business sectors.
- You have an enthusiastic and positive attitude.
- You can work under your own initiative and across various teams.
- You have excellent organisational skills and can manage changing priorities.
- You work collaboratively and understand the benefits of working together, sharing knowledge and lessons learnt.

## Desirable criteria

- Experience of using a content management system.
- Proven experience in commercial project work and bid writing skills.
- Experience of working with the telecoms industry and associated technologies.
- Commitment to professional development.

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