



Job Description

Job Title:	Making Rural Business Digital Project - Digital Content, Learning and Training Coordinator
Location of Work:	Home-based & locations across rural Perthshire and Kinross
Hourly Rate:	£27
Hours of Work:	Average of 50 hours per month. Flexibility with hours and days will be required. This may include unsociable hours including working evenings or weekends to assist in the provision of our services.
Contract Type:	Self-Employed Contract
Duration of Contract:	Open ended
Working Pattern:	As required by project.
Qualifications/Skills Required:	Experience of creating digital content and engaging learning and training materials. Experience of working with wide range of businesses and community-based organisations, with an understanding of local community structures. A qualification in training and learning would be advantageous.

About Us

GrowBiz is a community-based enterprise support service for anyone thinking of becoming self-employed, or starting (or growing) a small business or social enterprise. GrowBiz's unique community-based approach creates self-sustaining networks and is effective in raising awareness of enterprise and business potential among under-represented groups. As a leader in innovative rural enterprise support GrowBiz actively advocates for change, and our vision is to promote and support the development of a vibrant and sustainable entrepreneurial rural economy.

This role is part of the LEADER-funded GrowBiz project Making Rural Business Digital (MRBD), a Digital Enterprise programme providing the support rural businesses need to sustain and grow, with a focus on digital routes to market, co-working spaces (enterprise 'hotspots'), digital upskilling, learning and support. This innovative project will be the first to deliver digital upskilling, delivered in rural areas for rural businesses.

This project builds on our 12 years of experience in delivering peer learning, mentoring, networking and 1-1 tailored support - the aim is to 'normalise' digital. Digital exclusion remains a major issue and some micro and social enterprises will neither want or be able to 'digitise' at this stage due to connectivity issues and a lack of experience of, or confidence in, using digital services. There will be a particular focus on engaging young people in rural Perthshire and Kinross.

To facilitate the successful delivery of the project we will work with a range of community spaces and centres, including the network of local rural libraries, to create five co-working spaces or enterprise 'hotspots' with access to high-speed connectivity and regular enterprise and mentoring surgeries.

Integral to the project is the development of the Smart Village Scotland (SV) concept, creating an exemplar 'Smart Village' approach in rural Perthshire. A key objective of Smart Villages is enabling more digital participation in rural communities from helping with basic digital skills, providing an actual local digital community to participate in, and for small businesses, increased participation in the digital economy through e-commerce, cloud-based applications etc. The platform will be centred around the role of enterprise and connected communities, with the ultimate aim of transforming the rural economy using improved digital connectivity, innovation and social capital.

Another element of the project will be the 'proof of concept' creation of a Perthshire Artisans platform, providing a marketing/selling/fulfilment portal for local makers, artists and producers. A key component of

the platform will be its story-telling and focus on provenance, and the concept will be developed to be easily replicable for other sectors and in other parts of Scotland.

Role

We are recruiting for a skilled and experienced digital content, learning and training coordinator who is passionate about creating accessible, creative and engaging content in a range of formats and for different audiences.

This role is part of the GrowBiz project Making Rural Business Digital (MRBD) a Digital Enterprise programme providing the support rural businesses need to sustain and grow, with a focus on digital routes to market, digital upskilling, learning and support. Part of your role will be to 'normalise' digital including through the development of e-learning. There will be a particular focus on engaging young people in rural Perthshire and Kinross.

The project includes the development of Perthshire Smart Village (SV) including the creation of content, resources and delivering training for Perthshire SV champions.

You will have a proven track record of designing, planning and delivering training courses in person and using digital platforms, in a timely manner and within budget.

You will be responsible for creating original MRBD courses and materials and consistently and successfully deliver engaging and effective training.

You must be a proactive, people focused person, self-motivated and an exceptional communicator, with a proven track record of establishing strong professional working relationships. You will have impeccable content writing skills and a knowledge of different learning style and tools to support these.

Due to the nature of this role, a driving licence and the use of your own transportation is an essential as you will be required to work within rural locations throughout Perthshire.

Key Responsibilities and Duties

- Planning, creating and producing engaging, inclusive and accessible MRBD interactive courses and materials in different formats and suitable for different learning styles.
- Understanding the different needs of clients, partners and stakeholders and having the ability to design key messages appropriately.
- Providing assistance to Perthshire Smart Village including content creation, materials and delivering training for Perthshire SV champions.
- Regularly assessing the effectiveness of the materials and ensuring the access needs of the digitally excluded are met.
- Maintaining up to date knowledge of the rural economy and entrepreneurship policies.
- Having impeccable writing skills and a passion for continual learning.
- Maintaining an awareness of current digital platforms and apps used in e-learning and online webinars.
- Promoting the project, raising awareness and acting as ambassador for MRBD and GrowBiz with communities, partners and stakeholders.
- Maintaining accurate and up to date records, paper and electronic, as required, for effective monitoring and evaluation to our funders, stakeholders and partners.

Person Specification

		Essential	Desirable
E1	Proven track record of creating engaging face to face and online bespoke courses and materials	✓	
E2	Sound understanding of the development and delivery of e-learning materials	✓	
E3	Understanding and experience of working with diverse businesses and local community organisations and stakeholders.	✓	
E4	Experience of working flexibly with individuals and groups.	✓	
E5	Maintaining an awareness of the rural business support landscape and current business issues.	✓	
E6	Commitment to Equality and Diversity.	✓	
E7	Ability to work collaboratively with internal and external partners.	✓	
E8	Excellent networking skills.	✓	
E9	Exemplar communication (written and verbal), content writing and reporting skills.	✓	
E10	Excellent planning and organisational skills.	✓	
E11	Ability to work on own initiative with limited supervision and prioritise work load efficiently.	✓	
E12	Ability to balance competing priorities and work to deadlines.	✓	
E13	Commitment to continuous improvement and quality assurance and able to show flexibility in approach.	✓	
E14	A willingness to work occasional unsocial hours.	✓	
E15	Ability to represent and promote the project to a high standard.	✓	
E16	Full driving licence and use of own car.	✓	
E17	Strong IT skills with literacy in MS Office, social media and digital platforms	✓	
D1	Experience of self- employment/running a small business.		✓
D2	Experience of working in a business support context.		✓
D3	Recognised training and learning qualification.		✓
D4	Photoshop and basic design skills an advantage		✓
D5	An understanding of the use of digital platforms to connect, inform and promote communities.		✓
D6	An understanding of the role of enterprise in community development.		✓
D7	Experience of public speaking and delivering presentations.		✓

Additional Information

Contracting Organisation:	The Contractor shall be engaged by GrowBiz Scotland. Company Number SC314655 and Scottish Charity Number SCO43278.
Location of Work:	Various
Responsible To:	GrowBiz CEO
PVG (Protecting Vulnerable Groups):	This contractor post doesn't require an enhanced check through PVG (Protecting Vulnerable Groups).
Offer of Contractor Engagement:	An offer of an engagement of services will be made subject to two satisfactory references.
Taxation	The Contractor is a self-employed person responsible for taxation and National Insurance or similar liabilities or contributions in respect of the fees and the Contractor will indemnify GrowBiz against all liability for the same and any costs, claims or expenses including interest and penalties.
Invoices and Payment	Unless specifically agreed otherwise, invoices and timesheets will be submitted monthly by the Contractor and payment made within 14 days of receipt of physical copies at Coupar Angus office
Contractor Agreement	Upon successful appointment for the engagement of services a Contractor Agreement will be issued outlining the terms and conditions of the agreement.
Contractor Handbook	All Contractors will be issued with a Contractor handbook and operations manual which outlines our expectations whilst the Contractor is engaged in the provision of services on behalf of GrowBiz.

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