



APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Stockton on Tees Borough Council.

Completed forms can be e-mailed to recruitment@xentrall.org.uk or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

Marketing Officer

Vacancy ID: 010536

Salary: £26,999 - £29,636 Annually

Closing Date: 20/10/2019

Benefits & Grade

Grade J

Contract Details

Permanent

Contract Hours

37 hours per week

Job Description

An opportunity has arisen in the Communications, Consultation and Engagement Team within Stockton-on-Tees Borough Council, to support and deliver a range of multi-media marketing and communication activities and campaigns for the organisation.

This is an excellent opportunity to gain experience in a fast moving and changing service.

We are looking for an individual with a strong public sector ethos, credible marketing skills and an enthusiasm to meet the challenges of communicating effectively to a wide range of stakeholders including the public and professionals.

An online application form and further information is available from www.stockton.gov.uk/jobs.

Please ensure you refer to the Job Description and the essential and desirable criteria in the Person Specification when completing the Personal Statement on the application form, as this information is used to select candidates for interview.

If you would like an informal discussion about the post, please contact Kirsty Grundy, Marketing Manager, on 01642 528804.

The application form is available in alternative formats from Xentrall Recruitment Services, tel: 01642 526992 or email recruitment@xentrall.org.uk

Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.

 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION	
Directorate: HR, Legal & Communications		Service Area: Consultation, Communications & Engagement	
JOB TITLE: Marketing Officer			
GRADE: J			
REPORTING TO: Senior Marketing Officer			
1.	JOB SUMMARY: To provide a Marketing and web service to one of the three Directorate groupings set out below: <p style="text-align: center;">Adult's and Children's Services Directorates The 3 Corporate Directorates EGDS, Community Services and Arts, Culture and Leisure Directorates</p>		
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS		
1.	To assist the Senior Marketing Officer in the provision of a co-ordinated marketing and web service to your Directorate grouping.		
2.	To support the Senior Marketing Officer in the delivery of an agreed annual campaigns and events plan for your Directorates through the development and delivery of detailed communications plans. Liaising with the Media, Consultation and Engagement teams, external and internal designers and contracted photographers and film companies to ensure the co-ordinated delivery of all aspects of the communication plans.		
3.	To maintain up to date and high quality web content for your directorates.		
4.	To produce Stockton-on-Tees News content for your Directorates.		
5.	Maintain an effective informal and formal network to ensure that all marketing opportunities are identified and delivered.		
6.	Monitor and provide timely feedback on the effectiveness of marketing campaigns.		
7.	Respond professionally and quickly to demands for marketing services and maintain effective client service relationships.		
8.	Act as brand champions for the Council and ensure the highest standards of brand application in all marketing work.		

9.	Work with counter-parts in other local authorities and public sector partner organisations to ensure co-ordinated delivery of marketing campaigns.
10.	Develop specialist interest in service area campaign issues and monitor related activity in other organisations and nationally.
11.	Maintain the Media Library.

3. GENERAL

Job Evaluation - This job description has been compiled to inform and evaluate the grade using the NJC Job Evaluation scheme as adopted by Stockton Council.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Workforce Culture and supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

Shaping a Brighter Future – The post holder will embrace the Council’s “Shaping a Brighter Future” programme.

Personal Development – As defined by the Council’s Culture Statement, all employees will take responsibility for their own development

Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.

Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council’s Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.



PERSON SPECIFICATION

Job Title/Grade	Marketing Officer	Grade J
Directorate / Service Area	HR, Legal & Communications	Consultation, Communications & Engagement
Post Ref:	32646	

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> Graduate qualification or equivalent 	<ul style="list-style-type: none"> Relevant professional experience or qualification (eg. CIM) 	Application form
Experience	<ul style="list-style-type: none"> Experience of delivering major multi-media marketing campaigns. Experience of Web based and social media campaigns Experience of the organisation and workings of a large organisation 		Application / Interview
Knowledge & Skills	<ul style="list-style-type: none"> Ability to understand, analyse and distil a clear message from complex and potentially controversial information Ability to appreciate different points of view and potentially varying interpretations of information and situations Ability to think creatively and contribute to longer term planning 		Application / Interview

	<ul style="list-style-type: none"> • Good communication and relationship management skills at all levels within and outside the organisation, often at a senior level 		
Specific behaviours relevant to the post	<ul style="list-style-type: none"> • Demonstrate the Council's Behaviours which underpin the Culture Statement • Strong Commitment to the public service • A high degree of integrity • Ability to work effectively in a fast moving environment • Uses political judgement and sensitivity • Strong interpersonal and networking style • Committed to acting corporately and collaboratively • High-level of drive and motivation to achieve • Outcome and achievement focussed • Committed to equality of opportunity in employment and service delivery • Committed to continuous improvement 		Application / Interview
Other requirements			

Person Specification dated 2019

Conditions of Service

General

Conditions of service will vary from service to service. However, there are some general points to cover.

Conditions of service generally are those contained in the appropriate National Joint Council Schemes but have been supplemented in a number of areas by locally agreed conditions. The relevant Handbooks are available for reference in all departments.

Office Hours

The normal working week is 37 hours. Council offices are generally open to the public from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). The majority of office staff are able to take part in the Councils flexible working hours scheme. Elsewhere, fixed hours or shift working may be operated according to the needs of a particular service.

Annual Leave

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

Sick Pay

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

Pension

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

Medical Examination

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

Probation

New entrants to Local Government will be required to complete a six month probationary period.

Equal Opportunities

The Council is working towards an environment where all employees, residents and service users receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

Job Sharing

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

Payment of Salaries

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

Smoking Policy

The Council operates a No Smoking Policy.

Politically Restricted Posts

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is

the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

Rehabilitation of Offenders Act 1974

Having a criminal record will not necessarily bar you from working for the Council. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Council in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.