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| **Job Description** |
| **Post title** | Marketing Officer (ESF) |
| **JE Reference No** | N10387 |
| **Grade** | 9 |
| **Service** | Transformation and Partnerships |
| **Service Area** | Communications and Marketing |
| **Reporting to** | Business Partner (CYPS) |
| **Location** | Your normal place of work will be County Hall, Durham, but you may be required to work at any Council workplace within County Durham. |
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| **DBS** | This post **is not** subject to a disclosure. |
| **Flexitime** | This post **is** eligible for flexitime. |
| **Politically restricted** | This post **is not** designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |
|  | **This post is funded until July 2021 through ESF/YEI through the DurhamWorks project.**This post is funded through ESF and the Youth Employment Initiative (YEI) as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The YEI/ESF funding will end in July 2021. |

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| **Description of role** |

The post holder will manage the development and delivery of the Marketing and Communications Plan, maximising the use of digital platforms and supporting Delivery Partners and Sub Contractors from the partnership to develop their approach to marketing, ensuring that their links with the wider campaign maximise impact. This will involve travel to various locations to capture photographs, interviews and information that relate to the ESF programme. The post holder will be an experienced manager who will play a key role in the efficient and effective delivery of the programme.

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| **Duties and responsibilities** |

* Provide line management to the Marketing Support Officer.
* Develop and deliver integrated marketing campaigns which promote the range of activities to young people and employers.
* Monitor the impact of campaigns and produce a monthly marketing activity report to highlight successes and failures.
* Undertake analysis of available marketing data and other information to inform future approaches and to measure the impact and effectiveness of activity.
* Manage internal communications to promote cross-team working and drive engagement in the programme across Durham County Council and the wider partnership.
* Support the delivery of events including representing and promoting the programme and its on-going marketing campaigns.
* Ensure close working relationships with, and provide advice and support to, the DurhamWorks Central Team and Progression Teams.
* Advise and support Delivery Partners and Subcontractors to develop their marketing including the creation of case studies, good news stories and promotional materials.
* Develop and Manage the use of digital platforms including the website and Facebook, as the key tools for recruitment and promotion of the programme.
* Research to identify any current gaps in information, following internal and external scoping exercises to ensure timely and appropriate online information is available.
* Work with colleagues within CYPS and ReaL to ensure that marketing and communication messages are properly integrated with online and digital media in line with marketing and communication plans and corporate procedures.
* Assist with activities in relation to research and market testing with a broad range of stakeholders, including service users and frontline staff.
* Commitment to continuous professional development.
* Provide advice and support to service areas and colleagues on matters relating to marketing and communications

• Understand and keep up to date with all protocols and strategies within the communications and marketing team offering ideas to improve these where appropriate

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety Policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal change to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information during the course of their work and follow the council’s policies and procedures in relation to data protection and security of information.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification |
|  | Essential | Desirable |
| Qualifications | * Degree or equivalent in relevant subject

OR* Able to demonstrate exceptional previous experience and knowledge.
 | * Marketing Qualification
* Management Qualification
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| Experience | * Experience of line management
* Senior experience in marketing commercial services
* Successfully led the development and delivery of marketing plans and campaigns
* Experience of evaluation methodologies
* Worked as part of a team to deliver specific marketing goals
* Experience of project management
* Experience of working with others within a diverse organisation
* Experience of partnership working in the public and private sector.
 | * Proven experience in a large and diverse organisation
* Quality checking information and documents
* Experience of market research
* Web content editing or web design
* Experience of partnership working with a diverse range of organisations in the public and private sector
* Shoot and edit training
* Events management.
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| Skills & Knowledge | * In-depth knowledge of marketing, including brand development, segmentation, research and audience development
* Understanding of marketing and communications evaluation tools and techniques
* Excellent ability to communicate clearly and effectively in verbal to a wide range of audiences through a range of media
* Ability to work to deadlines
* Creative flair
* Copywriting
* Proof reading
* Good inter-personal skills
* Ability to use initiative and plan work effectively
* Able to work unsupervised.
 | * Working knowledge of web-based systems
* Ability to work with partnerships
* Understanding of marketing evaluation tools.
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| Personal Qualities | * Energetic, enthusiastic, confident and self-motivated
* Ability to respond to change
* Ability to operate under tight pressure timelines
* Organised approach to work
* Customer focused
* Able to contribute towards effective team working
* Innovative approach to problem solving and multi-tasking to a mix of deadlines
* Willingness to work outside of normal office hours
* Committed to the principles of equality and diversity
* Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance).
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