

DARLINGTON BOROUGH COUNCIL

RESOURCES

JOB DESCRIPTION

<u>POST TITLE :</u>	Senior Marketing Officer
<u>PAY BAND :</u>	Band 10
<u>JOB EVALUATION NO.</u>	E3565
<u>REPORTING RELATIONSHIP</u>	Communications and Marketing Manager
<u>JOB PURPOSE :</u>	Manage the corporate marketing team and oversee the delivery of the corporate marketing function.
<u>POST NO.</u>	POS010861
<u>PDR COMPETENCY FRAMEWORK</u>	Level 2, Core Management Competencies for all managers

MAIN DUTIES/RESPONSIBILITIES

1. Manage the Marketing function and team.
2. Deputise for the Communications & Marketing Manager when required.
3. Protect and project a positive reputation of the council.
4. Undertake lead responsibility for governing and projecting the Council brand, including the management of key marketing assets.
5. Work with the Chief Officers Executive, Chief Officers Board and Heads of Services to regularly review key corporate campaigns and marketing priorities, and ensure they are carefully planned, delivered on time and evaluated.
6. Maintain oversight of key corporate campaigns and marketing activities, identifying opportunities for collaboration, potential conflict, and putting forward considered recommendations.
7. Proactively engage with Council services to identify opportunities and implement actions to promote the Council brand.
8. Negotiate best value prices for marketing services (when not channelled through Xentrall), and successfully manage contracts and relationships with suppliers.
9. Co-ordinate the production of materials (including multimedia) products to support corporate campaigns and marketing.
10. Develop and implement innovative ideas for communications with employees and the public.
11. Work with Xentrall Shared Services to ensure that the corporate brand is protected, promoted, and governed.

12. Ensure the marketing team has the right skills to plan, deliver, and evaluate effective campaigns and marketing activities.
13. Support the Communications & Marketing Manager to ensure the Council maximises the benefits of its main corporate communications channels, namely social media, media/press, 'One Darlington' magazine, and internal communications.
14. Develop and maintain the skills to provide the necessary communications support in the event of a civil emergency, recognising that flexible working may be required in such situations.
15. Assist with the production of the Council's contribution to the 'One Darlington' magazine – undertaking copy writing, photography and proof reading tasks and working with our media partners.
16. Support the delivery of an effective media relations service when required, including assisting the communications team in dealing with civil emergencies.
17. Anticipate sensitive or potentially damaging issues and support the Communications and Marketing Manager in working with elected members and senior officers to develop and implement mitigating actions as required.
18. Provide media, social media and public relations support and advice to service departments.
19. Absorb complex information on a range of subjects and convert into plain English suitable for a variety of audiences.
20. Support the governance, and maintenance of the Council's website.
21. Occasionally work evenings and weekends to meet the needs of the service, potentially at short notice.
22. Be an ambassador for the Council at key events.
23. Ensure that the PDR process operates effectively within your team and end of year reviews are completed and submitted to the Council's timescales.
24. Manage your team in line with all the Council's policies and procedures and ensure that employees are aware of their obligations under these.
25. Behave according to the Employees' Code of Conduct and ensure that employees in your team are aware of their obligations and responsibilities re. conflicts of interest, gifts, hospitality and other matters covered by the Code.
26. Ensure that the Council's Equality agenda is implemented effectively in your team and to carry out your duties as a supervisor and employee in line with these.
27. To fulfil your health and safety management role as detailed in both Corporate and Group Health and Safety Policies, organisational statements and procedures to ensure a safe working environment for yourself, members of your team and others who may be affected by your team's activities.
28. Any other duties of a similar nature related to this post that may be required from time-to-time.
29. Darlington Borough Council and schools within the Borough are committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

30. This post is Politically Restricted under the Local Government and Housing Act 1989. As such, the post holder is unable to be a Member of a Local Authority, an Member of Parliament, the Scottish Parliament or the Welsh Assembly. The post holder is also restricted from standing as a candidate for local government election; acting as an election agent; being an officer of a political party or any branch of a political party or a member of any committee or sub-committee of such a party; canvassing on behalf of a political party or a person who is or seeks to be a candidate and speaking to the public at large or publishing any written or artistic work that could give the impression that they are advocating support for a political party.

Date: May 2020

DARLINGTON BOROUGH COUNCIL**PERSON SPECIFICATION****SENIOR MARKETING OFFICER****RESOURCES****POST NO. POS010861**

All appointments are subject to satisfactory references.

Criteria No.	Attribute	Essential (E)	Desirable (D)
	Qualifications & Education		
1	Professional qualification in marketing or related discipline		D
2	Degree or equivalent qualification in marketing or related discipline.		D
	Experience & Knowledge		
3	Approximately three years' experience working in a corporate marketing and/or communications environment.	E	
4	Approximately one years' experience managing a corporate marketing team, and overseeing a suite of key campaigns and marketing activities.	E	
5	Experience of designing, planning, delivering and evaluating campaigns and marketing activities.	E	
6	Experience of dealing confidently and effectively with sensitive media enquiries, and providing sound advice to senior officers.	E	
7	Experience in providing effective support and advice in relation to crisis communications.	E	
8	Experience of working with e-communications (including social media), photography, publications and other marketing materials in a corporate environment.	E	
9	Experience of working in project teams.	E	
10	Experience of effective research, analysis and evaluation.	E	
11	Experience of developing, implementing, monitoring and reviewing policies and procedures.	E	
12	Experience of successfully managing a team of staff including performance management, ideally in a marketing environment.	E	
13	Experience of supporting the implementation of cultural change within a large organisation.	E	
14	Experience of interpreting complex information and converting it into a format so that it can be understood by a variety of audiences.	E	
15	Experience of compiling press releases that achieve excellent coverage.	E	
16	Understanding of Local Government, it's responsibilities, the challenges it has to overcome, and the effects of operating in a political environment.		D
17	Previous experience of providing a marketing service to support one or more of the following service areas: Economic Growth, Children's and Adults Services, Leisure, Environmental services.		D
	Skills		
18	Demonstrable ability to communicate both orally and in writing to a wide range of audiences, including presentations, report writing, news releases and editorial for print and on-line publishing.	E	
19	IT Literate, capable of using MS Word/ Excel and office packages.	E	

20	Ability to capture good quality photographs of people and locations suitable for use online and in print.	E	
21	Proven ability to deal effectively with client Departments, outside organisations and customers.	E	
22	Proven ability to work successfully as part of a team.	E	
23	Ability to produce original and creative ideas, identify and solve problems	E	
24	Ability to use tact and diplomacy when dealing with a wide range of people.	E	
25	Able to work under pressure, to establish priorities and achieve tight deadlines.	E	
26	Ability to deal confidently with a wide range of people including elected members, colleagues, partners, members of the public and journalists.	E	
27	Ability to present complex information in a logical and systematic manner, that can be understood by a range of different audiences.	E	
28	Ability to use initiative and make decisions outside immediate policy and procedure, and without reference to manager.	E	
29	Ability to use a variety of software packages to manipulate images and produce short films.		D
Personal Attributes			
30	Ability to be self-motivated, creative, flexible to meet the needs of the service	E	
31	Willing to develop existing skills and learn new ones.	E	
Special Requirements			
32	Capable of independent travel to carry out the requirements of the post		