

DARLINGTON BOROUGH COUNCIL

RESOURCES

JOB DESCRIPTION

<u>POST TITLE :</u>	Marketing Officer
<u>PAY BAND :</u>	Band 9
<u>JOB EVALUATION NO.</u>	E3480
<u>REPORTING RELATIONSHIP</u>	Senior Marketing Officer
<u>JOB PURPOSE :</u>	Support the delivery of the corporate marketing function
<u>POST NO.</u>	POS010863
<u>PDR COMPETENCY FRAMEWORK</u>	Level 1, Expected Competencies for all employees

MAIN DUTIES/RESPONSIBILITIES

1. Protect and project a positive reputation of the Council.
2. Proactively engage with Council services to identify opportunities and implement actions to promote the Council brand.
3. Work with senior officers to support and where appropriate lead the design and delivery of corporate campaign plans and their evaluation.
4. Work with the senior marketing officer to make better use of existing Council assets such as advertising boards on roundabouts to support key Council campaigns and marketing activities.
5. Negotiate best value prices for marketing services (when not channelled through Xentrall), and successfully manage contracts and relationships with suppliers.
6. Develop and oversee the production of materials (including multimedia) products to support corporate campaigns and marketing.
7. Develop and implement innovative ideas for communications with employees and the public.
8. Evaluate the impact of campaign and marketing activities, suggesting improvements based on evidence and best practice.
9. Manage the corporate marketing forum.
10. Support the Senior Marketing Officer to ensure the corporate brand is protected, promoted and governed.
11. Develop your marketing and campaign skills and share learning with other members of the communications marketing teams.

12. 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.
13. 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.
14. Provide social media support and advice to service departments.
15. Absorb complex information on a range of subjects and convert into plain English suitable for a variety of audiences.
16. Support with the maintenance of the Council's website in relation to marketing and campaign activities.
17. Occasionally work evenings and weekends to meet the needs of the service, potentially at short notice.
18. Be an ambassador for the Council at key events.
19. Ensure that you work in line with all the Council's policies and procedures and ensure that you are aware of your obligations under these.
20. Behave according to the Employees' Code of Conduct and ensure that you are aware of your obligations and responsibilities re: conflicts of interest, gifts, hospitality and other matters covered by the Code.
21. Carry out your role in line with the Council's Equality agenda.
22. To comply with health and safety policies, organisational statements and procedures, report any incidents / accidents/ hazards and take a pro-active approach to health and safety matters in order to protect yourself and others.
23. Any other duties of a similar nature related to this post that may be required from time-to-time.
24. 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.
25. 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****MARKETING OFFICER****RESOURCES****POST NO. POS010863**

All appointments are subject to satisfactory references.

Criteria No.	Attribute	Essential (E)	Desirable (D)
	Qualifications & Education		
1	5 GCSE passes (A to C grade pre-2017 or level 9-4 post-2017).		D
2	A' levels, HNC or Degree in marketing related subjects.		D
	Experience & Knowledge		
3	Approximately three years' experience working in a corporate marketing environment.	E	
4	Experience of designing, planning, delivering and evaluating campaigns and marketing activities.	E	
5	Experience of interpreting complex information and converting it into a format so that it can be understood by a variety of audiences.	E	
6	Experience of working with e-communications (including social media), photography, publications and other marketing materials in a corporate environment.	E	
7	Experience of working in project teams.	E	
8	Experience of effective research, analysis and evaluation.	E	
9	Experience of working with Public Sector marketing.		D
10	Understanding of Local Government, it's responsibilities, the challenges it has to overcome, and the effects of operating in a political environment.		D
11	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		
12	Demonstrable ability to communicate both orally and in writing to a wide range of audiences, including presentations, report writing, and editorial for print and on-line publishing.	E	
13	IT Literate, capable of using MS Word/ Excel and office packages.	E	
14	Ability to capture good quality photographs of people and locations suitable for use online and in print.	E	
15	Proven ability to deal effectively with client Departments, outside organisations and customers.	E	
16	Proven ability to work successfully as part of a team.	E	
17	Ability to produce original and creative ideas, identify and solve problems	E	
18	Able to work under pressure, to establish priorities and achieve deadlines.	E	
19	Ability to deal confidently with a wide range of people including elected members, colleagues, partners and members of the public.	E	
20	Ability to present complex information in a logical and systematic manner, that can be understood by a range of different audiences.	E	
21	Ability to use initiative and make decisions outside immediate policy and procedure, and without reference to manager.	E	

22	Ability to regularly give advice and guidance, including demonstrating duties, instructing and checking the work of others	E	
23	Ability to use a variety of software packages to manipulate images and produce short films.		D
Personal Attributes			
24	Ability to be self-motivated, creative, flexible to meet the needs of the service	E	
25	Willing to develop existing skills and learn new ones.	E	
Special Requirements			
26	Capable of independent travel to carry out the requirements of the post	E	