

 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION	
Directorate: Children, Education and Social Care – Education Improvement Service		Service Area: Tees Valley Music Service (TVMS)	
JOB TITLE: Marketing Assistant			
GRADE: E			
REPORTING TO: Service Manager TVMS			
1.	JOB SUMMARY: To assist the TVMS Management Team to deliver successful marketing plans and campaigns on behalf of the Tees Valley Music Service (TVMS) and in its role as Lead Partner in the Music Education Hub		
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS		
	1.	Assist in updating the TVMS and Hub websites and social media accounts with news, digital content and blog posts on a regular basis	
	2.	Assist with the collection, dissemination and reporting of regular customer and stakeholder surveys to inform the TVMS Needs Analysis and future plans	
	3.	Support with the organising and production of all TVMS marketing materials, as well as digital marketing, by working closely with suppliers, designers, printers and other third parties	
	4.	Assisting with promotion and support for TVMS concerts and events and liaising with staff as required	
	5.	To support ad hoc marketing duties as and when required to support the TVMS marketing strategy	
	6	To assist in the development of the TVMS Marketing and Communications Strategy	
	7	To support with writing and collating content and disseminate the TVMS 'Notes' e-newsletter and other marketing content developed by the Music Hub	
	8	To undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post	
	9	This post is subject to an Enhanced DBS disclosure check	
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.

Inclusion - The values of equality, diversity and inclusion sit at the heart of our programme planning and delivery, and therefore we would particularly welcome applications from those who identify as being underrepresented within the music and education sector, from Black And Minority Ethnic Communities or those registered with a disability.

We believe all young people should have the opportunity to participate in music making and have a choice of progression routes which meet their individual needs and allow them to unlock and fulfil their potential. We put young people at the centre of our programmes, from planning to delivery, and ensure that Youth Voice is at the heart of our ways of working. TVMS believes passionately in the principles of Equality, Diversity and Inclusion and is committed to ensuring that these principles are embedded throughout our organisation. We believe that all young people's musical experiences should be **HEARD**:

Holistic - placing emphasis on personal, social and musical outcomes

Equitable – people facing the biggest barriers receive the most support

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Representative – the people we work with as participants and colleagues reflect our diverse society

Diverse – all musical genres, styles, practices are valued equally

	Name:	Signature:	Date
Job Description written by: (Manager)	Susan Robertson Service Manager TVMS		17.06.21
Job Description agreed by: (Post holder)

Job Description dated 21st June 2021



PERSON SPECIFICATION

Job Title/Grade	Marketing Assistant	
Directorate / Service Area	Children, Education and Social Care – EIS	Tees Valley Music Service (TVMS)
Post Ref:		

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> ▪ Minimum of 4 GCSE or equivalent Grade D or above (including Maths and English) ▪ NVQ Level 3 or equivalent 	<ul style="list-style-type: none"> • Evidence of further study 	Application form
Experience	<ul style="list-style-type: none"> ▪ Updating and monitoring social media accounts ▪ Experience in setting up and monitoring a website ▪ Experience in producing e-newsletters and digital content to tight timescales 	<ul style="list-style-type: none"> ▪ Giving advice and information to the public / outside services both face to face and over the telephone ▪ Experience in working within a small team ▪ Previous experience of working within a musical organisation 	Application / Interview

	<ul style="list-style-type: none"> ▪ Experience in producing marketing materials, such as videos, flyers, brochures and posters ▪ Previous experience of Microsoft Excel, Word documents and Databases and other software 	<ul style="list-style-type: none"> ▪ Experience of mastering and producing video content, including music videos 	
Knowledge & Skills	<ul style="list-style-type: none"> ▪ A high level of IT competency ▪ An excellent knowledge of social media platforms ▪ Ability to identify target audiences ▪ Good inter-personal skills ▪ Ability to work as part of a team ▪ Good communicator ▪ Ability to work unsupervised and prioritise own workload ▪ Accurate word processing skills ▪ Accurate with figures ▪ Ability to record and process data accurately ▪ A sound understanding of the principles of Equality, Diversity and Inclusion, and how this applies to your own practice, or a willingness to 	<ul style="list-style-type: none"> ▪ Knowledge about the role of a Music Service and the National Plan for Music Education ▪ Willingness to undertake further professional training 	Application / Interview

	develop skills and knowledge in this area		
Specific behaviours relevant to the post	<ul style="list-style-type: none">• Demonstrate the Council's Behaviours which underpin the Culture Statement• Ability to work under pressure• Flexibility – a willingness to work outside of normal working hours• Good telephone manner• Methodical in approach to work• Conscientious• Friendly and helpful disposition.		Application / Interview
Other requirements	<ul style="list-style-type: none">▪ A sense of humour and a 'can-do' attitude when facing change and new challenges		Interview

Person Specification dated 17th June 2021