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| **Job Description** | |
| **Post title** | Promotion and Sales Development Officer Career Pathway Grade 6 |
| **JE Reference No.** | Grade 6                N11051  Grade 7                N11052  Grade 8                N11053  Grade 9                N11054 |
| **Grade** | 6-9 |
| **Service** | Resources |
| **Service area** | Procurement, Sales and Business Services |
| **Reporting to** | The post holder will report to The Strategic Account Manager |
| **Location** | Your normal place of work will be County Hall 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. |

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| **Description of role** |

The post holder will support development and delivery of a council SLA sales strategy.

The post holder will work collaboratively to support the successful and professional promotion of the Councils SLA business to existing and potential customers.

This generic and flexible role will cover a wide range of duties and responsibilities. It is required to operate flexibly and interchangeably across all areas of procurement and sales.

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| **Duties and responsibilities** |

* To support the development and delivery of a council sales strategy which seeks to promote and increase SLAs sales in existing and new markets.
* To work with the Councils Marketing and Communications team to lead on the creation and updating of all promotional and sales content related to the Councils SLA business
* To work with the Councils Marketing and Communications team to lead on the organisation and coordination of events, conferences, webinars, trade shows etc.
* To manage Council distribution lists, ensuring compliance with GDPR and other data related legislation.
* To contribute to regular business case modelling projects, leading on analysis specifically related to competitor promotion activity and brand. This will ensure the Council has a strong market position. and support managers to respond to this data by creating tactical sales campaigns.
* To support the delivery of the council’s customer engagement plan.
* To support the organisation in enhancing commercial awareness across the council.
* To support the communication and promotion of service improvements, updates and overall Council progress with customers, leading on specific campaign projects
* To contribute to the maintenance of a single central business development opportunities and engagement database.
* To support promotion of the councils social value strategy through all sales related activity. leading on specific campaign projects related to sales activity
* To produce data that enables SLA managers to understand how the sales strategy is impacting on sales activity and support managers to respond to this data by leading on the creation of tactical sales campaigns.
* To provide support, advice and lead on the coordination of training requests for all service areas and individuals relating to the councils approved promotional tools
* To support the creation of tactical campaigns to support particular product offers, events and services as required, this will include campaigns to promote new council services.
* To support the development and delivery of a council promotion and sales plan which aligns to the overall SLA sales strategy.
* 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 the Chief Procurement Officer, Strategic Account Manager or Head of Service.

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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 chance 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 and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **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.

**Salary and Bars**

The Promotion and Sales Development Officer post encompasses the salary range from grade 6 to 9 which equates to Spinal Column Points 11 to 28. Job evaluation has been undertaken for the four different grades. The Bars are as follows:

* To progress to Grade 6 spinal point 11: working towards a qualification at Level 4 in a relevant subject and a minimum of 1 year working in promotion/sales development role
* To progress to Grade 7 spinal point 15: qualified at Level 4 in a relevant subject and a minimum of 2 years working in promotion/sales development role
* To progress to Grade 8 spinal point 20: qualified at Level 5 and 2 years working in promotion/sales development role
* To progress to Grade 9 spinal point 24: Level 6 and 3 years working in promotion/sales development role and able to demonstrate with evidence their significant experience working upon multiple larger more complex commercial projects.

Progression will be based on an objective measurement of evaluation criteria as each level is reached through a ‘progression interview’ by a progression panel which would consist of at the Chief Procurement Officer and Strategic Account Manager. The member of staff will be expected to be undertaking the actual work and demonstrating competency commensurate with their career grade level rather than just having the training or skills to allow them to potentially undertake such work. The panel will consider each officer’s suitability to progress based on a number of measures including the following:

* Behaves as a professional and is committed to their own development
* Has demonstrated strong performance, in accordance with set service PI’s
* Applies relevant knowledge in practice
* Demonstrates the ability to reflect on best practice
* Builds reflective relationship with internal and external partners; and
* Participates in team meetings and other means of personal development.

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| Person specification | | |
|  | Essential | Desirable |
| Qualifications | * Working towards a qualification at Level 4 in a relevant sales/business/commercial qualification * (To progress to Grade 7) qualified at Level 4 in a relevant sales/business/commercial qualification * (To progress to Grade 8) qualified at Level 5 in a relevant sales/business/commercial qualification * (To progress to Grade 9) Level 6 in a relevant sales/business/commercial qualification |  |
| Experience | Experience should include:   * Commercial/sales experience within the public sector. * Experience in assisting with service improvement projects. * Experience in the promotion/sales of products or services to customers. * Experience of developing sales/promotion materials/campaigns for specific customers/service areas * Experience of working with various tools/channels used to promote services. * Working in a busy office environment and to tight timescales. * Experience in the use of Microsoft Office (Excel, Word, Outlook and PowerPoint). | Experience of implementing ICT systems/processes to enhance the customer experience/council offer  Experience of Word Press and Mail Poet  Experience in an education setting |
| Skills & Knowledge | * Strong commercial awareness * Knowledge of the latest deveopments in promotion and sales including online activities * Knoweldge of public sector business/commercial activity * Ability to present information verbally and in writing to a variety of audiences. * Ability to analyse and present information to enable informed decision making * Knowledge of the market in which the council operates * Problem solving skills * Excellent ICT skills | * Specific skills in design and photography * Knowledge of innovative promotional tools and channels |
| Personal Qualities | * Driven and self-motivated. * Innovative and creative thinker. * Willing to continually develop and embrace change * Passion for sales/promotion * Performance oriented i.e. motivated by a desire to achieve performance targets and deliver a high quality service. * Able to work flexibly to meet the needs of the service. * Accurate and consistent. * May be required to work outside of normal office hours. * Commitment to 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). |