

Marketing Officer

Job Description

Post Marketing Officer

Department Communications/ Mole Valley Life

Salary Grade 5

Salary Range £25,042 pro rata

Hours 3 days a week / 1 year Fixed Term Contract

Location Dorking/ Leatherhead

Reports to Senior Digital Content & Communications Officer

Responsible for

Post Objective

To market Mole Valley District Council's Mole Valley Life services to residents and businesses, including executing a full marketing plan with face to face meetings, digital work and all traditional marketing channels included.

Main Duties

To promote all of Mole Valley Life's services to residents and businesses, working on strategy, marketing plans, administration and evaluation.

To contribute to Mole Valley Life's online presence including website content and digital channels through producing creative and compelling video and photographic content. This includes writing and editing content as well as going out and about in Mole Valley with the team to meet service users.

Proactively seek information for PR purposes and writing press releases. Liaison with, and providing information to, the media and arranging interviews with members of staff and Councillors where necessary.

To work closely with the Senior Digital Content & Communications Officer at Mole Valley District Council to ensure Mole Valley Life is featured in other MVDC areas. To champion Mole Valley Life, internally and externally.

To work with the Senior Digital Content & Communications Officer and other members of the Communications Team to ensure successful promoting our services and maintain the reputation of the Council.

To work with the Mole Valley Life team on all aspects of promoting the brand.

Build local relationships with GP/ Health and third sector partners regarding distributing Mole Valley Life material.

To work with services across the Council to ensure the Mole Valley District Council brand is maintained across all our services and is used appropriately in the Council's promotional and communication material.

To support the rest of the Communications Team at publicity and community events aimed at promoting and increasing participation in our services, including managing social media platforms from live events.

To represent Mole Valley Life as necessary at inter-departmental officer meetings, public meetings and working parties as required.

To be aware of the Council's policy on Risk Management and to escalate any new, emerging or potential risks to the post holder's line manager.

Carry out such duties as may be required by your manager as appropriate to the post

To ensure that all necessary data is provided in an accurate, reliable and timely manner, and is fit for purpose in accordance with the Council's Data Protection Policies.

Health and Safety – to work in accordance with the Council's commitment to provide a healthy and safe working environment including the promotion and implementation of health and safety policies and procedures

This is a politically restricted post as defined by the Local Government and Housing Act 1989.

Person Specification

Essential

Experience and Knowledge

Creatively minded with experience in marketing directly to customers and trade - business to business.

Excellent writing skills for a wide range of channels, including social media platforms.

Experienced with working with people at all levels of an organisation.

Experience of maintaining an online brand presence for an outward facing organisation, including creating content for social media and dealing with social media enquiries.

Experienced in creative photography and video for social media use, including editing good quality, engaging short videos for social media use.

Knowledge of social media scheduling tools.

Education and Qualifications

Educated to degree standard or equivalent.

Skills

Ability to represent Mole Valley Life online via all digital platforms.

Ability to write clearly, creatively and persuasively in order to engage with target audiences.

Ability to adjust the style of written and oral communication to suit the channel and audience.

Experienced in using digital and traditional forms of communication for promotional, marketing and communication purposes.

Demonstrate understanding of social media platforms.

Special Aptitudes

A creative thinker, able to develop new engaging campaigns.

A good understanding of the needs, motivations and behaviours of the press and media.

Comfortable with specifying and ordering promotional merchandise as and when required.

Able to prioritise own work in order to deliver agreed outcomes to time and budget.

The ability to work effectively in a small team to deliver team goals.

Demonstrates commitment to equality and diversity in both the delivery of services and in relationships with colleagues.

Flexible approach to changes in working practices and a commitment to innovate and adapt in order to improve outcomes.

Job Requirements

Availability to work during the evening and at weekends at occasional promotional and engagement events and meetings

Employee Signature

Date

Manager's Signature

Date

Job Description Template updated September 2019