

JOB DESCRIPTION

JOB TITLE:	Marketing Officer (Chesterfield Careline)	JE NUMBER: A13578
DIRECTORATE:	Corporate	BAND: 7
RESPONSIBLE TO:	Head of Communications and Marketing	
RESPONSIBLE FOR:	N/A	
MAIN PURPOSE OF POST:	<p>To develop and implement robust marketing strategies and plans in support of the council's Careline service – enabling effective customer acquisition and retention to help realise service income targets.</p> <p>This is a new role which will be based in the council's central communications and marketing team, but with close working relationships with Careline service leads and business development staff to develop customer insight and data-led marketing strategies and plans.</p> <p>The post holder will be responsible for developing, implementing and evaluating an overall strategic marketing approach for the service – to be implemented across paid-for and organic traditional and digital marketing channels, to deliver effective ROI (return on investment) in line with service budgets and targets.</p>	

DUTIES AND RESPONSIBILITIES:

Duties and responsibilities must be undertaken to comply with Council policies/procedures.

1.	To plan, produce and implement creative marketing and communication materials and activities for the council's Careline service.
2.	To use all aspects of the marketing mix including advertising, web (SEO and paid-for search), social media (paid for and organic), email marketing, printed promotional materials and case study content (written and video) in creative and innovative ways.
3.	To produce creative marketing and communications materials from conception to implementation, including writing creative briefs, copywriting, press releases, attending exhibitions/road shows, assisting with presentations and service and product development.
4.	To manage the composition, production, printing, distribution of all marketing and communication materials, as identified in plans developed with project teams.
5.	To liaise with and manage suppliers and ensure that procurement standards and procedures are met.

6.	To champion and embed a customer insight and data-led strategic marketing focus within the delivery of the Careline service, through all stages of the customer journey.
7.	To lead on the development of customer 'profiles' using demographic and service insight – in support of lead generation and customer retention / acquisition.
8.	To be responsible for project management and cope with/prioritise the fluctuating work demands of specific projects and campaigns.
9.	To monitor and evaluate marketing campaign impact and prepare and deliver reports Careline service leads and Head of Communications and Marketing as required.
10.	To support the planning and implementation of event management, working with officers as appropriate.
11.	To assist in the development and provide a consistent and co-ordinated approach to the application of the council brand.
12.	To manage administrative functions in support of the delivery of the service.
13.	Represent the department on working groups and similar activities, exercising discretion and effective decision-making, when required.
14.	To act as an adviser to employees, managers and elected members in relation to the areas of responsibility.
15.	Contributing to the forward planning of the communications and marketing service including team plans, resource planning and strategies.
16.	Utilising skills, knowledge and experience to assist the wider policy and communications service and other services on specific projects and during peak demand periods.
17.	Any other duties which are similar/equal to the responsibility and grade of the post.

GENERAL – To be aware of and implement the following:

Equalities – The council's Equality and Diversity Policy which sets out the council's commitment to advancing equality and social inclusion while celebrating the diversity within our communities.

Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees' Code of Conduct.

Health & safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council's Health and Safety policy.

Staff Development - The Council's Performance & Development Review is an integral part of Chesterfield Borough Council's performance management framework as well as a key employee development procedure. You will be required to undertake any training required for the job role.

Data Protection – All employees must adhere to the requirements of the General Data Protection Regulations (GDPR) and the Data Protection Act 2018 in respect of confidentiality and disclosure of data.

Safeguarding Children and Vulnerable Adults - The council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.

Climate Change – The council’s commitment to becoming a carbon neutral organisation by 2030 and to support the wider Borough to become carbon neutral by 2050 in line with the Council’s Climate Change Strategy.

SPECIAL FEATURES OF POST:

Political Restriction	YES		NO	X
Vetting Checks e.g. Disclosure and Barring Service (DBS)	YES	X	NO	
Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.	YES	X	NO	
You may be required to carry out those duties at your present workplace or at another council venue.	YES	X	NO	

It is the council’s intention that this job description is seen as a guide to the main areas and duties for which the job holder is accountable. However, as the work that the council changes the job holder’s obligations are also bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement. This job description is non-contractual.

PERSON SPECIFICATION

JOB TITLE:	Marketing Officer (Chesterfield Careline)	JE NUMBER:	A13578
DIRECTORATE:	Corporate	DATE:	July 2024

KNOWLEDGE / SKILLS / ABILITIES		Assessment Method
-		Application Form, Interview / Certificates
Essential		
•	Excellent copywriting skills with a high standard of written English, proof reading and editing skills.	AF
•	Strong and confident communicator with good interpersonal and relationship management skills, working with colleagues at all levels of an organisation.	AF / I
•	A good level of IT literacy and working with website content management systems.	AF / I
•	A good understanding of service marketing principles and a proven track record of their successful application.	AF / I
•	A good and up-to-date working knowledge of digital marketing techniques, including email marketing, paid-for search, paid-for social and search engine optimisation.	AF / I
•	Commitment to ongoing improvement and innovation within areas of expertise.	I
•	Highly organised and personally competent with all forms of communication, with an ability to provide clear, appropriate and unambiguous advice.	I
•	A thorough knowledge of the legislation, policies, procedures and best practice for the areas of responsibility.	AF / I
•	Ability to pro-actively handle enquiries relating to the role (and the wider communications team) including professional, efficient, diplomatic and accurate responses.	I
•	The ability to understand complex, sensitive and technical information and relay in a format appropriate for a variety of audiences.	AF / I

•	The ability to contribute to the preparation of well-structured reports, briefing notes and presentations suitable for a variety of audiences including Cabinet, Scrutiny, senior managers and external audiences.	AF / I
•	Ability to manage own workload, prioritising where necessary.	I
•	Willingness to work flexibly to meet deadlines, which may involve weekend and out of hours working to attend meetings, events and provide emergency communications response if required.	AF / I
•	Ability to manage and meet tight deadlines.	AF / I
Desirable		
•	A thorough knowledge of the structure and functions of local government, key stakeholders and emerging issues.	AF / I
•	Ability to give engaging presentations and run focus groups.	I
•	Knowledge of copyright laws, Freedom of Information, data protection, accessibility and other appropriate legislation.	AF / I
EXPERIENCE		
Essential		
•	Experience of developing and delivering strategic marketing plans which are aligned with service objectives, income targets and budgets to achieve the desired outcomes.	AF / I
•	Strong record of developing and delivering strategic service marketing plans within a commercial setting.	AF / I
•	Experience of effectively devising, developing and implementing content across all aspects of the marketing mix, including traditional and digital materials.	AF / I
•	Experience of using customer / market insight and data to devise and deliver strategic marketing plans and build customer profiles to identify target audiences.	AF / I
•	Experience of developing and delivering digital content and marketing techniques, including social media, paid for social / search, email marketing and SEO.	AF / I
•	Experience of using competitor analysis techniques to understand market positioning.	AF / I

•	Experience of producing compelling case study content in support of marketing objectives, including written case studies and videography storyboards.	AF / I
•	Experience of supporting the delivery of a smooth and effective customer journey / marketing funnel, from lead generation to customer loyalty.	AF / I
•	Experience of co-ordinating and enforcing corporate branding usage.	AF / I
Desirable		
•	Experience of working in a complex public sector organisation, and the nuances of commercial service delivery within the public sector.	AF / I
•	Working in cross cutting project teams on major projects.	AF
•	Working as part of a public sector emergency planning response team to communicate live messages to the media, staff and employees.	AF
QUALIFICATIONS		
Essential		
•	Degree level or equivalent professional marketing qualification/experience in the role	AF / C
•	5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and Maths.	AF / C
Desirable		
•	Project management experience	AF / I
•	Evidence of continuing professional development	AF / I
OTHER REQUIREMENTS		
Essential		
•	To display the council's values and behaviours when carrying out the job role	I
•	To perform the job role in accordance with the specified level of the council's Competency Framework	I
•	Commitment to self-development, service improvement and organisational effectiveness	I
COMPETENCY REQUIREMENT:		

Seeing the Big Picture	<p>Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with and supports the council plan and the wider public needs and the national interest. For all staff, it is about focusing your contribution on the activities which will meet the council goals and deliver the greatest value.</p> <p>For leaders, it is about scanning the political context and taking account of wider impacts to develop long term implementation strategies that maximise opportunities to add value to the customer and support economic, sustainable growth.</p>	Interview
Level: 1		
Changing and improving	<p>People who are effective in this area take initiative, are innovative and seek out opportunities to create effective change. For all staff, it's about learning from what has worked as well as what has not, being open to change and improvement, and working in 'smarter', more focused ways.</p> <p>For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve policy implementation and build a leaner, more flexible and responsive council. It also means making use of alternative delivery models including digital and partnership approaches wherever possible.</p>	Interview
Level: 1		
Making Effective Decisions	<p>Effectiveness in this area is about using sound judgement, evidence and knowledge to arrive at accurate, expert and professional decisions and advice. For all staff it's being careful and thoughtful about the use and protection of council and public information to ensure it is handled securely and with care.</p> <p>For leaders it's about reaching evidence-based strategies, evaluating options, impacts, risks and solutions and creating a security culture around the handling information. They will aim to maximise return while minimising risk and balancing a range of considerations to provide sustainable outcomes.</p>	Interview
Level: 1		
Leading & communicating	<p>At all levels, effectiveness in this area is about showing our pride and passion for public service, communicating purpose and direction with clarity, integrity, and enthusiasm.</p> <p>It's about championing difference and external experience and supporting principles of fairness of opportunity for all.</p> <p>For leaders, it is about being visible, establishing a strong direction and persuasive future vision; managing and engaging with people in a straightforward, truthful, and candid way.</p>	Interview
Level: 1		

Collaborating and partnering	<p>People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside the council, whilst having the confidence to challenge assumptions. For senior leaders, it's about being approachable, delivering business objectives through creating an inclusive environment, welcoming challenge however uncomfortable</p>	Interview
Level: 1		
Developing self and others	<p>Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. For all staff, it's being open to learning, about keeping one's own knowledge and skill set current and evolving. For leaders, it's about investing in the capabilities of our people, to be effective now and in the future as well as giving clear, honest feedback and supporting teams to succeed. It's also about creating a learning and knowledge culture across the organisation to inform future plans and transformational change</p>	Interview
Level: 1		
Delivering Value for Money	<p>Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money. For leaders it's about embedding a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that the council maximises its strategic outcomes within the resources available</p>	Interview
Level: 1		
Managing a Quality Service	<p>Effectiveness in this area is about valuing and modelling professional excellence and expertise to deliver service objectives, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality, secure, reliable and efficient service, applying programme, project and risk management approaches to support service delivery. For leaders, it is about creating an environment to deliver operational excellence and creating the most appropriate and cost-effective delivery models for public services</p>	Interview
Level: 1		

Delivering at Pace	Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way. For leaders, it is about building a performance culture where staff are given space, authority and support to deliver outcomes. It's also about keeping a firm focus on priorities and addressing performance issues resolutely, fairly and promptly	Interview
Level: 1		