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|  | **POST TITLE:** | Marketing Executive, Business Durham |
| 1. **2.** | **POST NUMBER:** |  |
| 1. **3.** | **GRADE:** | Grade 9 (JE Ref. No. N9100) |
|  | **LOCATION:** | Millennium Place and any council workplace within County Durham |

1. **RELEVANT TO THIS POST:**

**Flexible Working:** Subject to service needs the council’s flexible working policy is applicable to this post

1. **ORGANISATIONAL RELATIONSHIPS:**

**Responsible to:** The post holder will report to the Business Durham Innovation and Business Growth Director

**Responsible for:** ImplementingandmonitoringBusinessDurham’s marketing and communications activity to agreed KPIs and objectives.

**Responsive to:** Elected members, Regeneration and Economic Development Directorate, Area Action Partnerships, businesses, residents, community groups, media, external partners, clients and commercial partners and funding organisations.

1. **DESCRIPTION OF ROLE:**

* To lead on the implementation of a fully integrated marketing plan for Business Durham to achieve objectives.
* To support the Business Durham Team to create effective communication to ensure that the strategic development of services and their delivery in localities is underpinned by a full marketing process.
* To work closely with the Digital Communications Executive in supporting the development and upgrade of new and existing websites.
* Provide advice and support to the Business Durham Team on all matters relevant to the scope of the function.
* To contribute, as necessary, to the overall management and success of the organisation as a whole.
* To participate in working groups and inter departmental teams whose work contributes towards the delivery of effective and efficient services and assists in achieving the Council’s key outcomes.
* To ensure that effective working relationships are developed and maintained with internal and external partners, organisations, customers and other stakeholders.
* To ensure budgets are monitored and any external contracts managed correctly.

1. **DUTIES AND RESPONSIBILITIES *SPECIFIC* TO THIS POST:**

Listed below are the responsibilities this role will be primarily responsible for:

* Deliver marketing and communications activity to support the achievement of Business Durham’s objectives and priorities.
* Work with the Business Durham management team to ensure a coordinated and understood approach to Business Durham marketing activity, with clear prioritisation to resource to meet objectives.
* Manage specific campaigns with specific targets and activities, taking responsibility for the delivery of activity which engages target audiences and prompts action.
* Implement and develop all aspects of activity, including online, print, PR and copy-writing, social media, event management, evaluation, etc.
* In consultation with the Business Durham team, develop and implement a coordinated approach to manage the brand portfolio.
* Support the ongoing development of suitable web presences and strategy towards social media and other related emerging technology across Business Durham.
* To review the revenue generating activities and devise creative approaches to service marketing, customer loyalty and sponsorship.
* To ensure appropriate evaluation of marketing activity and impact on priorities.
* To provide advice and support to the wider team on matters relating to marketing and support the development of a sales approach to services across the team, and empower teams to be part of the marketing effort.
* To establish a positive approach to collaboration with the wider sector for marketing and the wider County Council services.
* To support the implementation of change and business development opportunities, where appropriate, to ensure the ongoing success of the service.
* To ensure that the team, within the scope of responsibility, operates with due regard to all relevant legislation, operating guidance and best practice with respect to communications.

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.

**9. COMMON DUTIES AND RESPONSIBILITIES:**

9.1 **Quality Assurance**

To ensure that service quality is met and that the highest standards are maintained.

To establish and monitor appropriate procedures to ensure that quality data are reported and used in decision making processes and to demonstrate through behaviour and actions a firm commitment to data security and confidentiality as appropriate.

9.2 **Communication**

To adhere to team communications systems, procedures, policies, strategies and objectives.

9.3 **Professional Practice**

To ensure that professional practice is carried out to the highest standards and that there is continual improvement.

9.4 **Health and Safety**

Adhere to health and safety procedures in accordance with the relevant section(s) of the Corporate/Service Health and Safety Policy.

9.5 **Equality and Diversity**

As an organisation we are committed to promoting a just society that gives everyone an equal chance to learn, work and live free from discrimination and prejudice.  To ensure our commitment is put into practice we have an equality policy which includes responsibility for all staff to eliminate unfair and unlawful discrimination, advance equality of opportunity for all and foster good relations.

       These policies apply to all employees of Durham County Council.

9.6 **Confidentiality**

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All members of staff must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and using Council information assets. The Council has a Personal Information Security Policy in place.

9.7 **Induction**

The Council has in place an induction programme designed to help new employees to become effective in their roles and to find their way in the organisation.

Person Specification: Marketing Executive (Grade 9)

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | Educated to degree level or substantial experience in public relations, marketing, communications or business. | Postgraduate diploma or equivalent in marketing.  Membership of an appropriate professional institute. | Application form  Selection Process  Pre-employment checks |
| **Experience** | Experience of marketing a multi-dimensional service.  Experience in marketing in a B2B environment.  Experience of partnership working with a diverse range of organisations in the public and private sector.  Evidence of the successful delivery of a comprehensive service or organisational marketing plan, working both tactically on a day to day basis but also contributing to the development of strategy. | Experience in the marketing of services such as inward investment, innovation, property, enterprise, and business engagement.  Local authority or Trust experience or similar political environment. | Application form  Selection Process  Pre-employment checks |
| **Skills / Knowledge** | Knowledge of the business landscape, particularly manufacturing, technology, professional services.  Excellent copy writing/editing skills.  Tact and diplomacy in dealing with circumstances where things have not gone to plan.  Showing judgement in seeing and capitalising on opportunities for profile-raising, both at short notice and developing longer term opportunities.  In-depth knowledge of marketing, including brand development, segmentation, research and audience development.  Excellent computer skills including web author and social media management.  Marketing evaluation tools and techniques for a large scale service.  Excellent ability to communicate clearly and effectively in verbal to a wide range of audiences.  Strong report writing, presentation development and briefing notes for interviews/speeches.  Contract management skills in dealing with external agencies.  Excellent understanding of how to manage partnerships to deliver joint objectives.  Understanding of how to manage and respond to a varied group of stakeholders. | Organisational frameworks and evaluation techniques.  Ability to network and quickly build rapport with people. | Application form  Selection Process  Pre-employment checks |
| **Personal Qualities** | Enthusiastic, confident and self-motivated.    Ability to operate under tight pressure timelines.  Organised approach to work.  Strong ability to contribute towards effective team working for the service.  Will be required to work outside of normal office hours.  Access to a car or means of mobility support. (If driving a current valid driving licence and appropriate insurance is required). | Ongoing commitment to Continuous Professional Development (CPD) and sector networking. | Application form  Selection Process  Pre-employment checks |