# POST TITLE: Marketing & Information Assistant

# POST NUMBER:

# GRADE: 4

Job Evaluation Ref No: N9736

# LOCATION: Your normal place of work will be Millennium Complex, Durham City. However you may be required to work from any Council workplace within County Durham

# RELEVANT TO THIS POST:

**Flexible Working:** Subject to service needs the council’s flexible working policy is applicable to this post. The post holder may be required to work outside of normal hours.

# ORGANISATIONAL RELATIONSHIPS

The post holder will report to the Marketing & Communications Manager.

# DESCRIPTION OF ROLE

Working as part of the Visit County Durham enquiry handling team, responding to enquiries from visitors, selling tourism products and handling customer and product data.

Provide marketing support to ensure that the marketing function is carried out in an efficient and effective way.

**8. DUTIES AND RESPONSIBILITIES SPECIFIC TO THIS POST**

## Responding to enquiries from customers by telephone, email and text about County Durham’s visitor offer.

* Providing a booking service to customers looking to visit the county, specifically accommodation bookings.
* Working as part of a team to achieve VCD sales targets.
* Delivering the enquiry handling service to the standards set by the Marketing & Information Manager.
* Supporting partners in the county by answering their queries about Durham’s visitor offer.
* Supporting the Visit County Durham marketing team by helping to fulfil county-wide marketing campaigns.

## Collection and inputting of data about tourism products in to the Visit County Durham destination management system.

* Supporting partners in the county by answering their queries about County Durham’s visitor offer.
* Supporting Visit County Durham teams by helping to fulfil county-wide marketing campaigns.
* Support and administration for ad-hoc company-wide projects.
* Recording customer data and inputting it into Visit County Durham’s consumer database.

**9. COMMON DUTIES AND RESPONSIBILITIES:**

9.1 **Quality Assurance**

To set, monitor and evaluate standards at individual, team performance and service quality so that the user and the Service’s requirements are 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 establish and manage the team communications systems ensuring that the Service’s procedures, policies, strategies and objectives are effectively communicated to all team members.

9.3 **Professional Practice**

To ensure that professional practice in the team is carried out to the highest standards and developed in line with the Service’s stated objectives of continual improvement in quality of its service to internal and external customers.

9.4 **Health and Safety**

Manage health and safety in their area of responsibility in accordance with the relevant section(s) of the Corporate/Service Health and Safety Policy and to ensure that the Health and Safety policy, organisation arrangements and procedures as they relate to areas, activities and personnel under your control are understood, implemented and monitored.

9.5 **General Management (where applicable)**

To provide vision and leadership to staff within a specialist team, ensuring that effective systems are in place for workload allocation and management, the application of the Authority’s and the Service’s policies and procedures, including those relating to equality, supervision and appraisal and all aspects of their performance, personal development, health and welfare.

9.6 **Financial Management (where applicable)**

To manage a designated budget (as required) ensuring that the Service achieves value for money in all circumstances through the monitoring and control of expenditure and the early identification of any financial irregularity.

9.7 **Appraisal**

All employees will receive appraisals and it is the responsibility of each employee to follow guidance on the appraisal process.

9.8 **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 employees 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.

9.9 **Confidentiality**

All employees 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 unless it is permitted for the purposes of their role, they have explicit consent from the person concerned or exceptions governed by legislation.

All employees 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.

9.10 **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 & Information Assistant (Grade 4)**

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | * 4 GCSE’s (Graded A-C) or equivalent   OR   * Substantial related experience |  | * Application, references |
| **Experience** | * Experience of a customer facing role * Experience of handling consumer enquiries by telephone, email and text * Used to working with computerised systems and the internet * Experience of working as part of a team to achieve common targets * Experience of handling financial transactions | * Sales experience esp. telesales * Experience of dealing with external customers/partners | * Application, interview and references |
| **Skills/knowledge** | * Excellent communicator, both oral and written * Able to absorb and record information accurately and use it to support an information/sales function * Ability to use databases to access and retrieve information and data * Ability to add value to the customer through up selling and cross selling * Knowledge of service standards and how to use standards in day to day activity * Ability to accurately record data for publication to websites |  | * Written communications test * Interview * Scenario |
| **Personal Qualities** | * Motivated and proactive * Good telephone manner * Ability to work as part of a team working to common goals |  |  |