# POST TITLE: Marketing Executive

# POST NUMBER:

# GRADE: Grade 9

Job Evaluation Ref No: N9728

# LOCATION: Millennium Complex, Durham. 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 & Information Manager.

# DESCRIPTION OF ROLE

Coordination and delivery of Visit County Durham’s digital marketing activity covering the full range of relevant marketing disciplines including campaigns, social media and e-CRM activity in order to communicate the county’s offer to a wide range at regional national and international level. Support and delivery of tactical and strategic destination and place marketing activity.

# DUTIES AND RESPONSIBILITIES SPECIFIC TO THIS POST

* Plan, manage and deliver the digital marketing strategy and action plan for Visit County Durham in support of the county’s place marketing strategy.
* Develop and deliver the social media and content strategy for Visit County Durham in order to build relationships between the county and individuals who are looking for places to visit, invest in and relocate to.
* Act as Visit County Durham’s expert on new communication channels including FaceBook, Twitter and YouTube and emerging online channels/ distribution opportunities in the B2B and B2C arena as well as techniques for their use eg Blind networks, PPC.
* Work closely with the web executive to ensure that the county’s web presence supports the digital marketing function
* To work closely with the senior executive for press and PR to ensure that the digital marketing and media relations work are mutually supportive and are fully integrated.
* Work collaboratively with colleagues in partner destinations and at VisitEngland to gain maximum benefit from their digital marketing activity ensuring wherever possible their work benefits the county.
* Work collaboratively with colleagues in the business community and, where relevant, organisations at regional and national level, to gain maximum benefit from their digital marketing activity ensuring wherever possible that their work benefits the county.
* To ensure that Visit County Durham’s contact databases are grown and refreshed and take responsibility for ensuring that consumer and business data is managed, maintained and used in compliance with data protection legislation
* To manage one-off projects across a range of platforms including researching and selecting external suppliers, briefing, production co-ordination and sourcing material for online and offline marketing activity
* Be responsible for reporting on activity and meeting targets set by the Marketing and Communication Manager
* To identify, procure and manage specialist suppliers, monitoring and recording associated budgets

**General**

## To undertake other duties and responsibilities commensurate with the level of the post.

This job description contains the main accountabilities of the post and does not describe in detail all the duties required.

The post holder will be expected to work/be available outside normal office hours.

**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 Executive (Grade 9)**

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | * Educated to Degree level or equivalent in a relevant subject | * Relevant marketing qualification e.g. CIM * Evidence of continuous personal and professional development | * Certificates |
| **Experience** | * Experience in a marketing role that involves two or more of the following areas: integrated campaigns, e-marketing, social media, CRM, data management, web editing * Proven track record gained in a digital marketing role * Excellent analytical skills including experience of using spreadsheets * Experience of planning and implementing SEO/PPC campaigns * Experience of using CRM systems * Experience of developing and implementing digital marketing strategies and plans that can dovetail into the wider marketing strategy * Experience of partner marketing work * Experience of procuring and managing suppliers | * Experience in marketing to visitors and/or investors and/or businesses re-locators * An understanding of the visitor economy and the importance of the industry to County Durham’s economy. | * Application / interview * Sample work |
| **Skills/knowledge** | * Excellent project management skills from inception to completion including planning, implementing, budgeting and monitoring * Proven negotiation and influencing skills * Knowledge of how to add value to the customer * Strong report writing, business skills and financial acumen * Excellent communication skills – oral, written and presentation, complemented by diplomacy * Knowledge of service standards and how to use standards in day to day activity * Knowledge of techniques to motivate partners to achieve common goals * Ability to network and quickly build rapport with people * Strong IT skills – including CRM systems, social media and digital platforms | * Good knowledge of the Durham tourism product | * Application / interview/tests |
| **Personal Qualities** | * Positive and energetic team player * Self-starter who is able to prioritise workload * Partnership worker able to work effectively with internal and external teams and individuals * Excellent communicator * Effective time manager * Ability to work calmly and effectively under pressure, react quickly, and meet tight deadlines * Flexible approach to work * Commitment to the provision of a quality service * May be required to work outside of normal office hours * Organised approach to work |  | * Interview |