



APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Tees Valley Combined Authority.

Completed forms can be e-mailed to recruitment@xentrall.org.uk or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

Digital Marketing Officer

Vacancy ID: 009019

Salary: £29,909 - £32,233 Annually

Closing Date: 01/07/2018

Benefits & Grade

Grade K

Contract Details

Permanent

Contract Hours

37 hours per week

Interview Date

12/07/2018

Job Description

We are at the forefront of northern growth, and a flagship for successful devolution.

This key role in the Tees Valley Combined Authority is crucial in managing strong relationships with media and promoting the work of the Tees Valley Mayor and Combined Authority.

The Tees Valley Combined Authority is responsible for overseeing around £½ billion in investment funds, with more to come through new devolution deals.

The South Tees Development Corporation is the first Mayoral Development Corporation outside of London. It has been set up to promote the economic growth and commercial development of Tees Valley by converting assets in the South Tees area into opportunities for business investment and economic growth.

Straddling the boundaries of County Durham and North Yorkshire, the Tees Valley covers five local authorities – Darlington, Hartlepool, Middlesbrough, Stockton and Redcar & Cleveland – with a combined population of 660,000.

The role will assist the Destination Marketing and Communications & Marketing teams to develop and deliver digital marketing activities for the Tees Valley Combined Authority.

The role will be cross functional working closely with departments and stakeholders to raise awareness of the Tees Valley as a tourism and visitor destination, and to develop and implement digital marketing for the Combined Authority and the South Tees Development Corporation.

It will include leading on the development of our digital channels and footprint, and involve research and strategic and tactical development of our new destination marketing website enjoyteesvalley.com, and other websites/channels as required.

The role will incorporate all aspects of digital marketing, ensuring that new and engaging multimedia content continues to be developed, intuitive user journeys are mapped out, and the growth and development of mobile technologies is accounted for.

You will have experience in a similar role with political judgement and sensitivity, working on numerous projects simultaneously in a fast-paced environment with frequently changing priorities.

You will be used to targeting a wide variety of audiences and have the ability to devise and choose the right message and channel to reach the right people at the right time.

For detailed information on this role, please refer to the Job Description and Person Specification.

For a further informal discussion, please contact Gemma Rio, Tourism Manager or Craig Peacock, Communications & Marketing Manager on 01642 524400

An online application form and further information is available from www.stockton.gov.uk/job-vacancies/. Alternatively you can contact Xentrall Recruitment Services, Tel: (01642) 526992 or email recruitment@xentrall.org.uk

JOB DESCRIPTION

Post Title: Digital Marketing Officer
Post Reference: 009019
Grade: K
Responsible to: Communications & Marketing Manager & Tourism Manager

Job Purpose

To assist the Destination Marketing and Communications & Marketing teams to develop and deliver digital marketing activities for the Tees Valley Combined Authority.

The role will be cross functional working closely with departments and stakeholders to raise awareness of the Tees Valley as a tourism and visitor destination, and to develop and implement digital marketing for the Combined Authority and the South Tees Development Corporation.

It will include leading on the development of our digital channels and footprint, and involve research and strategic and tactical development of our new destination marketing website enjoyteesvalley.com, and other websites/channels as required.

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Duties & Responsibilities

1. Assist the Destination Marketing and Communications & Marketing teams to plan develop, implement and analyse effective digital campaigns to stimulate new investment, increase visitor numbers in the Tees Valley and to create awareness of both the area and the services provided by the Combined Authority.
2. Develop the Combined Authority and South Tees Development Corporation's existing digital platforms and content, new channels and products as and when required.
3. Be the Tees Valley Combined Authority and South Tees Development Corporation's lead digital marketing and communications expert, developing strategies and offering advice.
4. The procurement (where necessary) and management of market research to identify potential business growth sectors.
5. Research, create, maintain and evaluate digital content for both business, corporate and leisure/destination customers to engage online visitors and drive online traffic.
6. Develop social media strategies and undertake general social media management using scheduling software and content creation working closely cross functionally to ensure key messages are effectively communicated.
7. Use Google Analytics and similar tools to monitor key digital metrics, report results and work alongside website agencies to understand websites' performance to affect SEO/PPC performance.
8. Evaluating the effectiveness of both online and offline marketing activity through analysis of marketing data.

9. Overall practical responsibility for, development of, and management of the Enjoy Tees Valley destination website and its transformation into a dynamic, interactive online resource for Tees Valley and its audiences.
10. Updating, editing, writing and commissioning (as required) textual and visual content on the Enjoy Tees Valley destination website on a daily basis to ensure it meets the needs of consumers and corporate/stakeholder audiences and remains topical, lively and informative at all times.
11. Adapting the Enjoy Tees Valley website for marketing campaigns and ensuring site is optimised to support marketing and PR activity as well as the activities of other Tees Valley teams and colleagues.
12. Delivery of the online element of tourism marketing campaigns, including electronic direct mails, e-blasts and online evaluation.
13. Responsibility for the content management of the Enjoy Tees Valley social media channels ensuring content remains engaging and accurate.
14. Regular reporting on user activity on the Enjoy Tees Valley website to agreed timescales and level of detail.
15. Proactively researching best practice within the tourism industry to ensure the Enjoy Tees Valley brand, website and social media channels are being utilised in the most effective way possible.
16. Sourcing and management of key sources of information and research data for the Tourism Team including STEAM data, Tees Valley visitor figures, economic data and research reports.
17. Occasional weekend and evening work will be required to deliver activations at consumer-facing events.
18. Undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post.
19. Ensure compliance with Corporate Governance procedures, procurement regulations and the Data Protection Act.
20. Work flexibly and undertake such other duties and responsibilities commensurate with the grading and nature of the post.
21. Take reasonable care of your own health & safety and co-operate with management, so far as is necessary, to enable compliance with the authority's health and safety rules and legislative requirements.

PERSON SPECIFICATION

Post Title: Digital Marketing Officer

Qualifications and Experience			
Criteria	Essential	Desirable	Method of Assessment
Qualifications and Education	Educated to degree level or an equivalent level CIM qualification or equivalent level of work related experience.		Application
Experience and knowledge	<p>Experience in a similar role.</p> <p>Experience of working on numerous projects simultaneously in a fast-paced environment with frequently changing priorities.</p> <p>Demonstrate an ability to distil complex corporate messages into accessible form.</p> <p>Experience of using social media across all platforms to influence people and achieve positive outcomes for Tees Valley agendas and priorities.</p>	<p>Experience working with the public sector and knowledge of public sector funding.</p> <p>An understanding of the leisure and tourism markets and an interest in destination and inward investment marketing</p>	Application and interview
Skills	<p>Excellent communication skills with experience of copywriting for both internal and external channels.</p> <p>Strong analytical, administrative and organisation skills, with great attention to detail.</p> <p>Demonstrable ability to self-motivate, work in cross-functional teams and remain flexible.</p>	Basic photography and videography.	Application and interview

Personal Attributes	<p>Evidence both self-motivation and independent decision-making skills, as well as the capability to contribute to the team</p> <p>Demonstrate an ability to manage tactfully and constructively the expectation of internal “clients” alongside an understanding of the dynamic between the executive and the wider political functions.</p>		<p>Application and interview</p>
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Conditions of Service

General

Conditions of service generally are those contained in the appropriate National Joint Council Schemes. The relevant Handbooks are available for reference in all departments.

Office Hours

The normal working week is 37 hours, from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). There is a flexible working hours scheme in operation.

Annual Leave

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

Sick Pay

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

Pension

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

Medical Examination

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

Probation

New entrants to Local Government will be required to complete a six month probationary period.

Equal Opportunities

The Authority is working towards an environment where all employees receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

Job Sharing

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

Payment of Salaries

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

Smoking Policy

The Authority operates a No Smoking Policy.

Politically Restricted Posts

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

Rehabilitation of Offenders Act 1974

Having a criminal record will not necessarily bar you from working for the Authority. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Authority in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.