

## **APPLICATION FOR EMPLOYMENT**

Thank you for the interest you have shown in the vacancies within Stockton on Tees Borough Council.

Completed forms can be e-mailed to [recruitment@xentrall.org.uk](mailto: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.

## **Marketing Officer**

**Vacancy ID: 009391**

Salary: £26,470 - £29,055 Annually

Closing Date: 21-10-18

### **Benefits & Grade**

Grade J

### **Contract Details**

Temporary until 30/11/2019 to cover maternity

### **Contract Hours**

37 hours per week

### **Job Description**

Are you Creative? Innovative? Passionate? and wish to join a team which delivers high level marketing campaigns and activity? If so, then join our team where you'll develop and deliver integrated marketing campaigns across council services working alongside like-minded people who really want to make a difference!

This exciting role will be responsible for the development and delivery of a number of high-profile organisation-wide marketing campaigns and activity. It's a varied role that includes, planning, development, implementation, delivery and evaluation against timescales and budgets.

Based in the Communications, Consultation and Engagement Team it offers an excellent opportunity to gain experience in a fast moving and changing service. In return we want an individual with a strong public sector ethos, credible marketing skills and an enthusiasm to meet the challenges of communicating effectively to a wide range of stakeholders including the public and professionals, whilst always considering how to implement activity in a cost effective way.


In return we offer an opportunity to work at an organisation where we all make a positive contribution at work for the whole council and where we never lose sight of the fact we are here to serve the people of the borough.

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

For an informal discussion please contact Haleem Ghafoor, Senior marketing & Engagement Officer, on 01642 528677 ([haleem.ghafoor@stockton.gov.uk](mailto:haleem.ghafoor@stockton.gov.uk)) or Carly Dixon 01642 527309 ([carly.dixon@stockton.gov.uk](mailto:carly.dixon@stockton.gov.uk))

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

Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.

 <b>Stockton-on-Tees</b> BOROUGH COUNCIL		<b>JOB DESCRIPTION</b>
<b>Directorate:</b>  <b>HR, Legal &amp; Communications</b>		<b>Service Area: Consultation, Communication &amp; Engagement</b>
<b>JOB TITLE: Marketing Officer</b>		
<b>GRADE: J</b>		
<b>REPORTING TO: Senior Marketing &amp; Engagement Officer</b>		
<b>1.</b>	<b>JOB SUMMARY:</b>  To provide a multi-media marketing service to the organisation.	
<b>2.</b>	<b>MAIN RESPONSIBILITIES AND REQUIREMENTS</b>	
	1.	Assist the Marketing and Corporate Communications Manager in the agreement of an annual campaigns and events plan.
	2.	Develop and deliver detailed communications plans to provide a high quality multi-media marketing service to achieve the objectives set out in the annual Business Unit Plan.
	3.	Maintain regular liaison with customers to ensure effective and satisfactory marketing service delivery
	4.	Maintain an effective informal and formal network to ensure that all marketing opportunities are identified and delivered.
	5.	To act as web publisher for designated areas of the Council website in support of the Council-wide web author process.
	6.	Monitor and provide timely feedback on the effectiveness of marketing campaigns.
	7.	Respond professionally and quickly to demands for marketing services and maintain effective client service relationship.
	8.	Deliver first class multi-media marketing campaigns for work as identified by the Marketing and Corporate Communications Manager. This will include design and delivery of marketing activity, Stockton News content and web and social media.
	9.	Liaise with other communications team members as necessary to provide the internal communications and media elements of campaigns.
	10	Act as brand champions for the Council and ensure the highest standards of brand application in all marketing work.

	11	Work with counter-parts in other local authorities and public sector partner organisations to ensure co-ordinated delivery of marketing campaigns
	12	Develop specialist interest in service area campaign issues and monitor related activity in other organisations and nationally.

### 3. GENERAL

**Job Evaluation** - This job description has been compiled to inform and evaluate the grade using the NJC Job Evaluation scheme as adopted by Stockton Council.

**Other Duties** - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

**Council Values, Behaviour Framework, Code of Conduct** - The post holder is required to carry out the duties in accordance with Council values, behaviour framework, code of conduct, professional standards and promote equality and diversity in the workplace.

**Shaping a Brighter Future** – The post holder will embrace the Council's "Shaping a Brighter Future" programme.

**Customer Services** – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton-on-Tees Borough Council.

**Policies and Procedures** - The post holder is required to adhere to all Council Policies and Procedures.

**Health and Safety** - The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

**Safeguarding** - All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council's Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

**Job Description dated May 2016**

## PERSON SPECIFICATION

Job Title/Grade	<b>Marketing Officer</b>	<b>Grade J</b>
Directorate / Service Area	<b>HR, Legal &amp; Communications</b>	
Post Ref:	C32592	

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>MEANS OF ASSESSMENT</b>
Qualifications	Graduate qualification or equivalent  Relevant professional experience or qualification (e.g. CIM)		Application form
Experience	Experience of delivering major multi-media marketing campaigns.  Experience of Web based and social media campaigns  Experience of the organisation and workings of a large organisation		Application / Interview

Skills	<p>An accomplished communicator, both formally and informally at all levels within and outside of the organisation.</p> <p>Ability to understand, analyse and distil a clear message from complex and potentially controversial information.</p> <p>Ability to appreciate different points of view and potentially varying interpretations of information and situations.</p> <p>Ability to think creatively and contribute to longer term planning.</p> <p>Good communication and relationship management skills at all levels within and outside the organisation, often at a senior level</p>		Application / Interview
Specific behaviours relevant to the post	<p>Strong Commitment to the public service</p> <p>A high degree of integrity</p> <p>Ability to work effectively in a fast moving environment</p> <p>Uses political judgement and sensitivity</p> <p>Strong interpersonal and networking style.</p> <p>Committed to acting corporately and collaboratively</p> <p>High-level of drive and motivation to achieve.</p>		Application / Interview

	<p>Outcome and achievement focussed.</p> <p>Committed to equality of opportunity in employment and service delivery.</p> <p>Committed to continuous improvement.</p>		
Other requirements			

**Person Specification dated            May 2016**

## **Conditions of Service**

### **General**

Conditions of service will vary from service to service. However, there are some general points to cover.

Conditions of service generally are those contained in the appropriate National Joint Council Schemes but have been supplemented in a number of areas by locally agreed conditions. The relevant Handbooks are available for reference in all departments.

### **Office Hours**

The normal working week is 37 hours. Council offices are generally open to the public from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). The majority of office staff are able to take part in the Councils flexible working hours scheme. Elsewhere, fixed hours or shift working may be operated according to the needs of a particular service.

### **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 Council is working towards an environment where all employees, residents and service users 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 Council 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 Council. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Council 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.