



## **JOB DESCRIPTION**

**JOB TITLE:** Marketing Executive

**GRADE:** £22,021 to £23,369 (Band 4, SCP 13 – 16)

**CONTRACT TYPE:** Fixed-term for 23 months

**BASE:** Guildhall, Quayside, Newcastle upon Tyne, NE1 3AF

**MANAGED BY:** Communications Specialist

### **1. SUMMARY OF POST**

- a. To support the delivery of the Collaborative Procurement Communications Strategy and annual Communication Plan to ensure organisational objectives are achieved.
- b. To work with a range of stakeholders to ensure communications are effective and understood.
- c. To use a range of communication channels (such as websites, social media, and newsletters) to maximise the impact of NEPO's communications.
- d. To support the Communications Specialist in all activity relating to the effective ongoing promotion of NEPO, NEPO's offerings and its procurement solutions.

### **2. JOB PURPOSE**

**The key duties of this post will include:**

- 2.1 Produce high quality relevant content in a range of formats informed by the Communications Strategy and wider organisational objectives.
- 2.2 Write and publish digital content, specifically for Twitter, LinkedIn, the NEPO website and other NEPO-owned digital platforms.

- 2.3 Produce digital newsletters and email announcements using platforms such as Mailchimp to target relevant audiences and monitor the impact of campaigns.
- 2.4 Write case studies and press releases on a range of topics that showcase best practice and celebrate achievements across NEPO and its stakeholders.
- 2.5 Disseminate press releases and case studies to targeted third parties in order to promote external coverage of NEPO's activities.
- 2.6 Attend NEPO events and exhibitions in a reporting capacity, resulting in news articles and on-site social media updates.
- 2.7 Support the creation of video content (i.e. vlogs) that communicates desired messages in an informative and professional manner.
- 2.8 Support colleagues in the creation and design of written materials and presentations in line with NEPO's Style Guide and corporate objectives.
- 2.9 Proofread and evaluate a range of materials to ensure output is accurate and well-presented.
- 2.10 Work with the Communications Specialist to devise and deliver a forward plan of communications activity.
- 2.11 Liaise with external agencies, including graphic designers and public relations agencies, to ensure that NEPO's requirements are fully met.
- 2.12 Collate performance data using a range of sources including Google Analytics, and assist the Communications Specialist in presenting the information within regular performance reports.
- 2.13 Proactively develop an understanding of NEPO's activity, through team meetings, networking and desktop research.
- 2.14 Demonstrate good professional standards and a sound knowledge of communication practices and technique and continuously improve skills and professional knowledge to drive innovation and creativity across communications output.

### **Personal Disposition**

- 2.15 Plan and organise workload to ensure effective, efficient and timely delivery of agreed tasks to the required standard to support the overall delivery of NEPO.
- 2.16 Demonstrate high professional standards that represent NEPO in a positive and professional manner and contribute to the continuous progress and development of NEPO.

- 2.17 Build appropriate broad and professional networks to increase the influence that can be exerted on matters that concern NEPO and Member Authorities.
- 2.18 Foster close and effective relationships with colleagues and customers to deliver mutual benefits as part of a regional collaborative team.
- 2.19 Take responsibility for your own health, safety and welfare ensure that organisational health and safety policy and procedures are adhered to.
- 2.20 Take personal responsibility for continued personal and professional development and contributing to the learning and growth of NEPO.
- 2.21 Carry out other duties, engage in development activities and promote the benefits and strategy of NEPO and its services as required.

### 3. PERSON SPECIFICATION

Criteria	Essential	Desirable	How this is identified
Essential knowledge	<p>A general understanding of marketing and communications.</p> <p>Exceptional writing skills.</p> <p>Great attention to detail.</p> <p>Social media tools and techniques.</p> <p>Email newsletter platforms such as Mailchimp.</p> <p>Website administration.</p> <p>Awareness of good design/formatting techniques.</p> <p>Understanding of marketing metrics including Google Analytics</p> <p>Knowledge of Microsoft Office suite.</p>	<p>Search Engine Optimisation.</p> <p>Ability to use graphic design platforms such as Adobe InDesign.</p> <p>Creation and editing of video content.</p> <p>Awareness of the role of, and the challenges faced by, the public sector.</p> <p>Awareness of public sector procurement.</p>	Application and interview
Qualifications	<p>A minimum of 5 GCSEs Grade 4+, including English and Maths.</p>	<p>Degree level educated in marketing-related subject, or equivalent in industry experience</p> <p>Professional qualification in related subject e.g. Communications, Marketing.</p>	Application and interview
Experience	<p>Experience of working in a communications role.</p> <p>Monitoring campaign performance and producing performance reports.</p> <p>Working with a wide range of stakeholders.</p>	<p>Working with public sector stakeholders.</p> <p>Liaising with external agencies (such as designers, PR agencies), to ensure project outcomes are realised.</p>	Application and interview

Criteria	Essential	Desirable	How this is identified
	<p>Highly motivated, being proactive and not settling for the status quo.</p> <p>Meeting deadlines and prioritising work to ensure targets are met.</p> <p>Working with minimum supervision and able to manage and tackle competing priorities.</p> <p>A team player with good interpersonal skills.</p>	<p>Working with third-party media publications and platforms to gain coverage to wider audiences.</p>	