Newcastle City Council

Job Description

Directorate: Tyne & Wear Archives & Museums

Division: Central Services

Post Title: Communications Officer PP338

Evaluation: 443 Points **Grade:** N5

Responsible to: Principal Officer (Communications)

Responsible for: N/A

Job Purpose: To plan and implement communications, marketing and promotional strategies for specific venues, teams and projects as assigned.

Main Duties: The following is typical of the duties the postholder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. To produce and edit copy, and manage the purchase, production and distribution of effective marketing and communication materials for venues, projects and teams in line with agreed guidelines, and standards.

2. To plan and manage promotional and marketing events.

3. To account for budget expenditure to ensure delivery of specific event, communication or marketing activity.

4. To plan, implement and monitor marketing and promotional strategies for venues, projects and teams as assigned.

5. To liaise with local, regional and national organisations to increase marketing opportunities.

6. To provide advice and guidance in respect of communications and marketing policies, and contribute to the delivery of communications and marketing training to TWAM staff and the regional museums sector

7. To identify and monitor press coverage and work to manage the impact of coverage.

8. To research and develop audiences including the preparation of market analysis, reports and plans.

9. To promote and implement the Council's Equality Policy in all aspects of employment and service delivery.