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|  | JOB DESCRIPTION |
| **Directorate:** **The Environment, Culture, Leisure and Events** | Service Area: Library and Information Service |
| **JOB TITLE: BIPC Business Engagement & Marketing Manager** |
| **GRADE: L** |
| **REPORTING TO: Library and Information Services Manager** |
| **1.** | **JOB** To implement and manage the Business and Intellectual Property Centre at Stockton Central Library and to work with partner authorities and organisations to roll out services across the wider Tees Valley on a “hub and spoke basis”.To work closely with the British Library BIPC team to plan, market and maintain standards in all activities, events and promotions and ensure the service engages with a diverse audience.  |
| **2.** | **MAIN RESPONSIBILITIES AND REQUIREMENTS** |
|  | 1 | To work closely with British Library central marketing team to devise a marketing strategy and plan for the effective promotion of the BIPC’s services, including workshops, webinars, one-to-ones and events, implementing outreach campaigns and to ensure that the workshops and events are fully booked, with the right audience, in advance. |
|  | 2 | To identify partnership opportunities and to work closely with the Head of Library Services and Principal Economic Development Officer to develop relationships with local stakeholders and strategic partners from the public and private sectors (e.g. the LEP, Growth Hub, Universities, local authority economic development teams, local SMEs and corporates). |
|  | 3 | To work in parallel with Stockton Borough Council’s Skills and Enterprise Hub development, providing practical support as necessary and ensuring both services provide a coordinated approach. |
|  | 4 | To identify future delivery partners for the service, and ensure that we are connected with local business support organisations for cross-marketing and referrals. |
|  | 5 | To be the central point of contact for all awareness-raising activities for the Centre, including partnerships, PR, social media and events. |
|  | 6 | To ensure that BIPC branding meets the British Library guidelines, on all print and digital platforms. Develop and update content on the library’s BIPC web pages, growing authentic user relations on social media channels and developing the Centre’s online presence. |
|  | 7 | To liaise with the British Library BIPC National Network Marketing Manager on specific campaigns as required, coordinating activity and being the day to day contact for marketing and outreach |
|  | 8 | To ensure outreach engagement with diverse user groups across the region including urban, rural and coastal communities and ensure that use of the BIPC’s hub and spoke services is captured and evidenced through the collection of feedback form data (minimum of 60% return rate). |
|  | 9 | To meet/exceed target KPIs for the number of aspiring entrepreneurs and SME owners supported, as well as for the proportion of people from minority groups i.e. women, Black and Asian minority ethnic backgrounds, young people and the unemployed. |
|  | 10 | Support the Library and Information Service Manager in implementing internal communications campaigns to raise awareness and gain support from staff across the library authority/council. |
|  | 11 | To work with the Service Manager to develop and run campaigns, coordinate marketing activity and ensure that workshops and events (including online activities) are fully booked in advance, taking advantage of event listings sites, the library’s partner network and social media. |
|  | 12 | Support the development of partnerships to increase audience expansion and penetration objectives for the Business & IP Centre. To work with the British Library and local partners to gain coverage on external websites and blogs to help drive traffic to the website and to drive footfall into the Centre |
|  | 13 | Update BIPC webpages, write copy and upload information as required and coordinate web content (e.g. blogs) |
|  | 14 | Devise and implement innovative social media campaigns, using e.g., Instagram, Facebook, LinkedIn and Twitter to increase traffic to the BIPC website |
|  | 15 | Support the rollout of the BIPC hub and spoke offer, creating promotional campaigns and working with partner libraries to raise awareness of the new offer among local aspiring entrepreneurs and SMEs |
|  | 16 | To support the delivery of flagship events, including the annual national BIPC Start-up Day, to bring new audiences and diverse communities into the library |
|  | 17 | To identify and grow a bank of successful case study BIPC service users that represent diverse audience groups, and to promote the programme to internal and external stakeholders |
|  | 18 | Attend and support the team at key events as required. |
| **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.**Workforce Culture and supporting behaviours and Code of Conduct –** The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, 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.**Personal Development** –As defined by the Council’s Culture Statement, all employees will take responsibility for their own development  |
| **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 2020**

**PERSON SPECIFICATION**

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| Job Title/Grade | **BIPC Business Engagement & Marketing Manager** | **Grade L** |
| Directorate / Service Area | **The Environment, Culture, Leisure & Events** | **Library and Information Service** |
| Post Ref:  |  |

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|  | **ESSENTIAL** | **DESIRABLE** | **MEANS OF ASSESSMENT** |
| Qualification | * Educated to degree level or equivalent
 | * A marketing diploma from the Chartered Institute of Marketing or other similar qualification.
 | Application form |
| Skills | * Proven track record in developing and implementing effective marketing campaigns to reach diverse people, both on and offline
* Proven copy-writing and report-writing skills, including writing for the web and print
* Excellent communication skills (verbal and written), with an ability to deal with all levels of seniority, both internally and externally
* Good project management skills, with the ability to produce detailed plans and keep activities on track
* Good knowledge of e-marketing and proven experience of using social media to reach new audiences (e.g. Instagram, Facebook, Twitter, etc.)
* Good organisational skills with the ability to prioritise and manage competing demands and work to deadlines under pressure
* Ability to take the initiative and demonstrate creativity
* Some experience of cross-organisational working
* Strong Microsoft Office skills (Outlook, Excel, Word and PowerPoint)
* Proven interest in or background in innovation and business support and supporting people from diverse backgrounds
* Expected to demonstrate a willingness to take on a range of tasks and to develop new skills, as appropriate, in own or other departments/directorates
 |  | Application/Interview |
| Experience/Knowledge | * Knowledge of current trends and local/national frameworks that formulate libraries working practices.
* Experience of working with a diverse range of groups across the community
* Experience of developing and delivering outreach work across all elements of the community.
* Knowledge of partnership working and an ability to develop this in relation to service requirements
* Experience of service planning.
 | * Experience of using web content management systems, image editing software e.g. InDesign, Adobe Photoshop

 * Experience of or a demonstrated interest in entrepreneurship and providing business support services to start-ups and SMEs
* Experience of working in online acquisition channels – mainly pay per click search (Google Adwords), Facebook ads, affiliate marketing, online banner advertising etc.
 | Application/Interview |
| Specific behaviours relevant to the post | * Show tolerance to others/non judgemental
* Outgoing/friendly
* Look for ways to enhance the delivery of the service and work with the team to achieve this.
* Receptive and responsive to change
* Dynamic, flexible and adaptable
* Enthusiastic and committed
 |  | Application / Interview |
| Other requirements |  |  |  |

**Person Specification dated**

**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.