 <b>Stockton-on-Tees</b> BOROUGH COUNCIL		<b>JOB DESCRIPTION</b>
<b>Directorate:</b>  <b>Finance, Development and Regeneration</b>		<b>Service Area:</b>  <b>Learning and Skills Service</b>
<b>JOB TITLE: Marketing and Resources Officer</b>		
<b>GRADE: H</b>		
<b>REPORTING TO: Learner Services Manager</b>		
<b>1.</b>	<b>JOB SUMMARY:</b>  To contribute to all aspects of marketing to support the engagement, information advice and guidance and communications provided by the Learner Services function of the Service.  Provide a front line customer focused service to learners, visitors and partners  Coordinate the maintenance and procurement of ICT service resources and support the development and fulfilment of a capital replacement plan	
<b>2.</b>	<b>MAIN RESPONSIBILITIES AND REQUIREMENTS</b>	
	1	Lead on marketing functions for the Service including the fulfilment of annual marketing plans, delivering marketing campaigns and events, and producing resources such as course brochures, leaflets, PR, newsletters and social media adverts
	2	Work in collaboration with the marketing group to provide timely and flexible support to promote a wide range of courses and apprenticeship opportunities
	3	Support outreach and engagement work at a range of venues and events across the community
	4	Maintain Service websites, virtual learning environments, social media platforms and intranet pages to ensure learners and staff have access to the latest web based information and resources
	5	Support the coordination and fulfilment of the Annual Learning and Skills Service Celebration Event and other similar programmes
	6	Support the coordination and fulfilment of a Learner Voice strategy and learner forum which ensures learners are effectively engaged, represented and empowered to drive Service improvements
	7	Support the fulfilment of a Learning and Skills Service Alumni function to provide long term support to learners and analyse the long term impact of the Service
	8	Process, record and respond to comments, compliments and complaints received by the Service as part of quality assurance and improvement processes
	9	Carry out surveys for the Service and collate, analyse and report on the results
	10	Research, analyse and recommend appropriate actions to increase participation levels on adult learning and apprenticeship programmes such as by utilising interest to enrolment systems
	11	Support on the compliance and attainment of the Matrix standard, Investors in Careers Award and other Customer Service Excellence accreditation

	12	Provide a front line customer focused service to learners, visitors and partners by supporting reception duties, answering telephone calls, and responding to online communications
	13	Maintain internal and external displays regarding items such as publicity materials and mandatory signage for both classroom and public access areas.
	14	Support the development and fulfilment of a capital replacement plan which results in outstanding working and learning environments and resources to support learners to achieve their learning objectives
	15	Coordinate the maintenance and procurement of Service resources such as ICT and associated learner equipment loan requests to support individuals to achieve their learning objectives
	16	Advise the Learner Services Manager on all developments, findings and recommendations relating to area of responsibility

### 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.

**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.

	Name:	Signature:	Date
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Job Description written by: (Manager)	Craig Taylor		May 2022
Job Description agreed by: (Post holder)	.....	.....	..... .

**Job Description dated            May 2022**



## PERSON SPECIFICATION


Job Title/Grade	<b>Marketing and Resources Officer</b>	
Directorate / Service Area	<b>Finance, Development and Regeneration</b>	<b>Learning and Skills Service</b>
Post Ref:	POS005185	

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>MEANS OF ASSESSMENT</b>
Qualifications	<ul style="list-style-type: none"> <li>• Business Admin/Customer Service qualification at level 2</li> <li>• A comprehensive knowledge of Microsoft Office IT systems (Word, Access, Excel)</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing qualification at level 2 or above</li> <li>• Business Admin/Customer Service qualification at level or above</li> <li>• IT qualification at level 3 or above</li> <li>• IAG qualification at level 2 or above</li> </ul>	Application form
Experience	<ul style="list-style-type: none"> <li>• Experience of developing and publishing marketing materials for brochures, websites and social media</li> <li>• Experience of facilitating the maintenance of ICT resources</li> <li>• Working within a diverse range partners</li> <li>• Experience of working independently and as part of a team</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing and maintain ICT resources</li> <li>• Experience of using Canva software for digital marketing creation</li> <li>• Experience of Umbraco content management system</li> <li>•</li> </ul>	Application / Interview

Knowledge & Skills	<ul style="list-style-type: none"> <li>• Excellent standard of English and Numeracy skills</li> <li>• Strong organisational skills</li> <li>• Competence and confidence in the use of IT</li> <li>• Good communication skills, both written and verbal</li> <li>• Ability to work to set deadlines</li> <li>• Pro-active and able to work to high standards</li> <li>• Ability to understand the importance of flexibility within the workplace and adapt to changes</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of website and social media back office/content management systems</li> <li>• </li> </ul>	Application / Interview
Specific behaviours relevant to the post	<ul style="list-style-type: none"> <li>• Demonstrate the Council's Behaviours which underpin the Culture Statement.</li> <li>• This post would require some flexibility with hours as there will be occasional evening work required.</li> </ul>		Application / Interview
Other requirements	<ul style="list-style-type: none"> <li>• Willingness to work flexibly including some evening work</li> </ul>		

Person Specification dated

May 2022

 <b>Stockton-on-Tees</b> BOROUGH COUNCIL	<b>KNOWN RISKS FOR THIS ROLE</b>
<b>DIRECTORATE:</b> Finance, Development and Regeneration	<b>SERVICE AREA:</b> Learning and Skills Service
<b>JOB TITLE:</b> Marketing and Resources Officer	
<b>GRADE:</b> H	
<b>REPORTING TO:</b> Learner Services Manager	

**The following are the known risks for this role, more than one may apply. Where there are no known risks this will be indicated.**

Known Risk	Yes/No
Is required to work at heights or on ladders	No
Is required to work in confined spaces or unusual environmental conditions where specialist equipment or breathing apparatus is needed	No
Is required to drive a Council vehicle or regularly transporting other person/clients/pupils in own vehicle as part of normal duties	No
Is required to drive an HGV/LGV/PCV/Minibus	No
Is required to undertake agriculture, horticulture or gardening work	No
At risk from noise that might affect an employee's health (will be required to wear ear protection)	No
Will be exposed to vibration likely to be above the exposure action level.	No
Is exposed to hazardous substances as detailed in Appendix 1	No
Is likely to be exposed to asbestos	No
Is at risk of a needle stick injury or human bite or could be exposed to blood, sewerage, bodily fluids.	No
May be exposed to lead or lead based products	No
Will handle food	No
Will require a health assessment for regular night working	No
Will be required to undertake the Display screen equipment training	Yes
Other known risks – please detail	
No known risks associated with this role	Yes

**As the manager of this post, I declare that the details above are an accurate reflection of the risks associated with the post.**

Signature of Manager: Craig Taylor

Date: 06/06/22