

Job Description

Post Title	Senior Multimedia Officer (Commercial and Social Marketing)
Job Evaluation	N9945
Grade	10
Service	Chief Executive's Service
Service Area	Corporate Affairs – Communications & Marketing
Reporting to	Strategic Manager for Communications, Marketing & Design
Location	Your normal place of work is The Rivergreen Centre, but you may be required to work at any Council workplace within County Durham
Disclosure and Barring Service (DBS)	This post is not subject to a disclosure.
Flexitime	This post is eligible for flexitime
Politically restricted	This post is not designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State

Description of role

- A senior role able to work across all the functions of the communications and marketing teams to include leading on /supporting the below (subject to experience and training).
- Play a key role in advising and supporting the Business Partners and Team Leaders of all areas of marketing both social and commercial to deliver on targets and objectives.
- Play a key role in using analytics tools and customer insights to drive the direction of future marcomms activity.
- Develop and deliver marketing and promotional plans and drive activity across the teams tracking performance at key points and advising on alternative/additional actions where appropriate.
- Protect and enhance the council's brand across all work areas in the wider team and organisation.
- Develop and implement the organisations 'Digital First' approach across all work areas in conjunction with the communications and marketing manager and the team leaders.
- Manage and coordinate digital media requests for marketing and communications campaigns.
- Create digital content across all the council's platforms including high quality video, Gifs, image galleries etc.
- Ensure all work is integrated with the wider work within the Communications and Marketing unit.

Duties and Responsibilities

- Lead on developing and delivering the priorities identified by team leaders and business partners for all communications and marketing activity.
- Work across the team to promote and implement the organisation's 'Digital First' approach to communications.
- Work across the wider team to ensure campaign messages are delivered in a consistent way across all press/PR/digital and marketing activity.
- Support the operations of the council's social media channels both at your normal place of work and on location as appropriate.
- Manage staff within the Communications and Marketing Team.
- Be part of the council's emergency out of hours team in accordance with the corporate guidelines and policies.
- Be part of the daily monitoring and evaluation of all media including digital channels as required.
- Provide advice and support to service to all areas of the team on request and subject to experience and training.
- Maintain an awareness of new and emerging marketing, communication and PR initiatives and ways of working and seek to identify opportunities to introduce these into existing working practices working with colleagues across the communications and marketing unit.
- Ensure appropriate evaluation of marketing and communication activity and impact on priorities is undertaken in line with agreed approaches.
- Directly support all activity across the team both on and off site working and outside normal working hours where appropriate.
- Work in collaboration with colleagues across the communications and marketing unit and service areas to ensure agreed objectives and outcomes are delivered.
- Understand and keep up to date with all protocols and strategies within the unit offering ideas to improve these where appropriate.
- Web writer – creating and improving all web content digital and text to support continuous improvement.

Organisational Responsibilities

Values and behaviours

To demonstrate and be a role model for the council's values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

Smarter working, transformation, and design principles

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

Communication

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

Health, Safety and Wellbeing

To take responsibility for health, safety, and wellbeing in accordance with the council's Health and Safety policy and procedures.

Equality and diversity

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

Confidentiality

To work in a way that does not divulge personal and/or confidential information and follow the council's policies and procedures in relation to data protection and security of information.

Performance management

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council's Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

Quality assurance (for applicable posts)

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

Management and leadership (for applicable posts)

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council's values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

Financial management (for applicable posts)

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.

Person Specification

Attributes	Essential	Desirable
Qualifications	• Qualified to degree or equivalent.	• Marketing and/or Management Qualification.
Experience	• Successfully led the development and delivery of marketing and communication plans and campaigns in both social and commercial marketing environments to deliver on targets/objectives. • Well demonstrated background in using audience analytics tools and customer insights to inform evaluation methodologies and deliver on targets/objectives. • Has managed others and worked as part of a team to deliver specific marketing goals. • Experience of project management. • Experience of working with others within a diverse organisation. • Experience of partnership working in the public and private sector. • Experience of social media communications across a range of platforms including live events. • Experience of advertising and influencing senior officer on regular basis.	• Local authority experience or similar political environment.
Skills and Knowledge	• In-depth knowledge of marketing, including brand development, market segmentation, research and audience development. • Good understanding of marketing and communication evaluation tools and techniques. • Excellent ability to communicate clearly and effectively to a wide range of audiences through a range of media.	• Working knowledge of web-based systems.

Personal Qualities	• Energetic, enthusiastic, confident and self-motivated. • Ability to operate under tight pressure timelines. • Organised approach to work. • Customer focussed. • Able to show leadership qualities in respect of managers and working in a team. • Willingness to work outside of normal office hours. • Committed to the principles of equality and diversity. • Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance). • Innovative approach to problem solving and multi-tasking to a mix of deadlines.	•
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