

## Job Description

<b>Post title</b>	Marketing Assistant
<b>Job Evaluation</b>	N10071
<b>Grade</b>	7
<b>Service</b>	Regeneration, Economy & Growth
<b>Service area</b>	Inclusive Growth & Partnerships – Business Durham
<b>Reporting to</b>	Marketing Manager
<b>Location</b>	Your normal place of work will be Salvus House, Aykley Heads, Durham, but you may be required to work at any Council workplace within County Durham
<b>Disclosure and Barring Service (DBS)</b>	This post <b>is not</b> subject to a disclosure.
<b>Flexitime</b>	This post <b>is</b> eligible for flexitime
<b>Politically restricted</b>	This post <b>is not</b> 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

To support the Marketing Manager and the other members of the marketing team in the effective implementation of Business Durham's marketing and communications activities.

## Duties and Responsibilities

- Supporting the implementation of a fully integrated marketing plan for Business Durham.
- Support the design and implementation of fully integrated marketing plans for a range of activities with particular emphasis on promoting Business Durham.
- Supporting all aspects of activity, including online, print, PR and copywriting, social media, event management, evaluation, marketing collateral stock control, etc.
- Working closely with the Digital Communications Executive in supporting the updating of new and existing websites and social media.
- Supporting the successful delivery of events across the Business Durham team.
- Contributing to event project plans and event scoping.
- Working with the Business Services team to support event aspects, such as venue, technical support, catering, exhibitors, delegates, speakers, and promotion, etc.
- Attending events, where required, welcoming guests, supporting event set-up, communicating with staff and exhibitors.

- Support the team in delivering effective outcomes for marketing and communication activities.
- Supporting appropriate evaluation of marketing activity and impact on priorities. Gathering, analysing and disseminating accurate statistical data on media communications activities and their effectiveness measuring ROI, acting on those findings.
- Ensuring that effective working relationships are developed and maintained with internal and external partners, organisations, customers and other stakeholders.
- Maintaining updated knowledge of best practice for marketing.

## **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.

### **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

### **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
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• NVQ3 or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Postgraduate diploma in marketing or equivalent</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Substantial experience in marketing, communications or business.</li> <li>• Experience in marketing in a B2B environment.</li> <li>• Experience of partnership working with a diverse range of organisations in the public and private sector.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in the marketing of services such as inward investment, innovation, property, enterprise, and business engagement.</li> <li>• Experience of managing a range of events.</li> <li>• Local authority or similar political environment or experience.</li> </ul>
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of the business landscape, particularly manufacturing, technology, professional services.</li> <li>• Excellent copy writing/editing skills.</li> <li>• Tact and diplomacy in dealing with circumstances where things have not gone to plan.</li> <li>• Excellent computer skills across a range of digital packages and online web-based tools.</li> <li>• Knowledge of evaluation tools and techniques for events.</li> <li>• Sound knowledge of all aspects of event management.</li> <li>• Excellent ability to communicate clearly and effectively in verbal and written form to a wide range of audiences.</li> <li>• Understanding of how to manage and respond to a varied group of stakeholders.</li> <li>• Working within budget controls.</li> <li>• Advising other team members of best practice.</li> <li>• Customer services skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational frameworks and evaluation techniques.</li> <li>• Ability to network and quickly build rapport with people.</li> </ul>

<b>Personal Qualities</b>	<ul style="list-style-type: none"><li>• Proactive and positive approach to customer care.</li><li>• Willingness to undertake flexible working arrangements to meet service and project requirements.</li><li>• Enthusiastic, confident and self-motivated.</li><li>• Ability to operate under tight pressure timelines.</li><li>• Organised approach to work.</li><li>• Strong ability to contribute towards effective team working for the service.</li><li>• Access to a car or means of mobility support. (If driving a current valid driving licence and appropriate insurance is required).</li></ul>	<ul style="list-style-type: none"><li>• Ongoing commitment to Continuous Professional Development (CPD) and sector networking.</li></ul>
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