

## Job Description

<b>Management Grouping:</b>	<b>Finance and Corporate Services</b>
<b>Team:</b>	<b>Communications Team</b>
<b>Post Title:</b>	<b>Marketing Officer</b>
<b>Reporting to:</b>	<b>Communications Manager</b>

### Purpose of the job

To plan and develop marketing and promotional campaigns, to support the enrolment of students at the Learning and Enterprise College Bexley (LECB).

Report and analyse marketing activities to inform future planning.

### Major Duties & Responsibilities

To assist the Communications Manager in the development of a strategy and action plan to deliver of activities to support LECB's leadership team to increase of the number of enrolments throughout the year.

Help to design and deliver marketing and communications activities.

Create a plan of marketing and communications activities to deliver an effective programme that increases the number of enrolments to the LECB.

Deliver creative and innovative recruitment activities within the available budget.

Work with communications and marketing colleagues and the service to establish and deliver the programme.

Research and understand the market for lifelong learning, including the Council's competitors, trends, current and future service needs, to inform and develop future programmes and activities.

To support the Council's partner organisations in delivering wider promotions and campaigns relating to the LECB.

Ensure that all marketing and communications activities comply with the Council's corporate procedures and protocols.

To generate positive local media and social media coverage of the LECB.

To take an active role in the widest possible range of public relations & promotional activities, including advertising programmes and campaigns to promote the LECB, including to staff employed by the Council, of which a large number live in the borough.

To ensure that the LECB's web and social media presence is accurate, up to date and fit for purpose.

Plan an annual calendar of promotional events and support its delivery by the College.

Work with communications and graphics colleagues to develop communications and marketing materials to support LECB enrolment, including short videos and graphics.

Present and support the delivery of marketing recruitment events.

To work with partner agencies and counterparts in other local authorities and public sector partner organisations to ensure co-ordinated delivery of promotions and campaigns related to the LECB.

Work within budget constraints and seek to achieve value for money in all activities.

Maintain regular liaison with the LECB Leadership Team to ensure the effective delivery of marketing and communications activities.

Monitor and evaluate activities, produce reports which detail the activity and outcomes in the communications and recruitment plan and provide timely feedback on the effectiveness of individual campaigns.

To ensure that all customers, both internal and external, receive a consistently high quality service, to the standards required by the Council.

To present timely and relevant advice and information to Senior Officers and Members and to ensure that Group Leaders at LECB are briefed on major and sensitive issues.

To deal promptly with all matters requiring the postholder's personal attention.

To be fully conversant with relevant statutory provisions and the Council's constitution, processes and procedures.

To develop the full range of managerial and professional skills and knowledge to satisfy the requirements of the post.

To establish and develop effective working relationships and productive partnerships with all the relevant partners, including those in education, health, social services, the independent and voluntary sectors.

To undertake such personal training as may be judged necessary to meet the duties and responsibilities of the post.

This job description outlines the main activities of the post holder. It is not meant to be, nor is it, an exhaustive or exclusive list of specific duties and activities.

The post holder will be expected to undertake any duties which could reasonably be seen as being within the remit of the post and which arise out of changes in legislation, regulations, orders, rules and working practices, methods and procedures and reviews as directed from time to time.

# Person Specification

Management Grouping: Finance and Corporate Services

Team: Communications Team

Post Title: Marketing Officer

Selection Criteria	Essential/ Desirable (E/D)	Method of Assessment (A/I/T)*
<p>(a) <b><u>Education and Formal Training</u></b></p> <p>Marketing/Media/Communications qualification</p> <p>GCSE English</p> <p>GCSE Maths</p>	<p>D</p> <p>E</p> <p>E</p>	<p>A</p> <p>A</p> <p>A</p>
<p>(b) <b><u>Experience and Knowledge</u></b></p> <p>Good standard of written English</p> <p>Use of online content management systems</p> <p>Experience of managing social media accounts in the workplace, particularly Facebook, Instagram and Twitter</p> <p>Experience of using software, particularly MS Office products.</p> <p>Understanding of the nature of local government, the role of Councillors in local decision making and the political context in which the Council operates</p> <p>Awareness of Government Digital Service's style guide and latest standards on accessibility of online information.</p>	<p>E</p> <p>D/E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>	<p>PE</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>
<p>(c) <b><u>Skills and Abilities</u></b></p> <p>Digital skills -</p> <ul style="list-style-type: none"> <li>• Ability to work with digital images and repurpose them for use online</li> <li>• Ability to learn how to use a range of online tools and systems.</li> </ul> <p>English Language Requirements for Public Sector Workers:</p> <ul style="list-style-type: none"> <li>• Ability to speak with confidence and accuracy, using accurate sentence structures and vocabulary.</li> <li>• Ability to choose the right kind of vocabulary for the situation in hand without a great deal of hesitation.</li> <li>• Ability to listen to customers and understand their needs.</li> <li>• Ability to tailor your approach to each conversation appropriate to the customer, responding clearly even in complex situations.</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>

**\*Selection Method key:**

**I = Interview**

**A = Application Form**

**AT = Ability Test**

**PQ = Personality Questionnaire**

**P = Presentation**

**PE = Practical Exercise**

Applicants will be assessed against these criteria and high performance indicators throughout the recruitment process.

**High Performance Indicators**

<b>Values</b>	<b>Behaviours for staff</b>	<b>Behaviours for managers</b>
<b>Innovation</b>	<p>I respond flexibly and adapt to changing demands</p> <p>I am prepared to take managed risks to achieve better outcomes</p> <p>I ask 'What if...?' to develop fresh thinking and innovative approaches to generate and implement solutions to improve performance and challenge the status quo</p>	<p>I routinely look for innovative and cost-effective ways to improve performance and customer service</p> <p>I champion change and deal successfully with ambiguity, enabling people to see positive and exciting possibilities for the future</p> <p>I take calculated risks based on available evidence and my professional judgement to learn and try new things</p>
<b>Leadership</b>	<p>I demonstrate a clear sense of purpose and direction, in line with organisational objectives</p> <p>I am willing to take difficult decisions</p> <p>My personal actions promote a positive image of Bexley</p>	<p>I take responsibility for my service and for making things happen to make a difference to my service users</p> <p>I create an environment where staff can thrive and show I value and trust staff, give praise and recognise good work</p> <p>I inspire, lead and encourage staff to move forward</p>
<b>Collaboration</b>	<p>I show respect for others and value contributions from internal and external partners and customers</p> <p>I recognise the right solution, regardless of who initiated it</p> <p>I seek out and work with partners who can help me achieve the outcomes and objectives I need to deliver</p>	<p>I encourage the feeling that the team is a collective unit with shared goals</p> <p>I engage with service partners and other areas of the Bexley organisation to understand the demands on others and seek solutions as One Council</p> <p>I network internally and externally</p>

<p><b>Listening and Responding</b></p>	<p>I acknowledge other people's viewpoints and work with them to find a win-win solution</p> <p>I prepare and present information anticipating questions and problems</p> <p>I adapt my style to the audience and their needs, using the most appropriate communication channels</p>	<p>I seek regular service user feedback and review customer data to shape service improvements</p> <p>I ask staff for ideas on how to improve our service and how I can improve as a manager, listen to them and act on them</p> <p>I empower staff to make decisions and changes to improve value for money, customer service and productivity</p>
<p><b>Open and Accessible</b></p>	<p>I see issues from the customer / user perspective</p> <p>I monitor customer feedback and level of satisfaction with the service they receive, and use this to improve and pre-empt customer needs</p> <p>I seek to build and maintain positive relationships with customers and partners</p>	<p>I am accessible to my service users, customers, staff and Members</p> <p>I communicate and share a clear vision for the bigger picture as well as specific service areas</p> <p>I outline what is expected of individuals and their contribution to the whole, and am consistent in my expectations</p>
<p><b>Impact</b></p>	<p>I prioritise my activities and resources to focus on those which have the most impact for residents</p> <p>I take responsibility for making things happen and achieving my objectives</p> <p>I make decisions and clear recommendations based on my professional opinion, experience, and informed by a range of information and evidence</p>	<p>I design services that provide value for money and deliver our outcomes, informed by evidence</p> <p>I produce, prioritise and adapt plans to meet changing requirements</p> <p>I set interim goals to achieve notable wins on the way to larger objectives</p> <p>I deal with poor performance</p>