CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL

JOB PROFILE

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| **DEPARTMENT: Corporate Resources** | **SERVICE GROUP: Human Resources - PACT HR** | |
| **POST TITLE: Marketing Officer** | **REPORTS TO: Business Development Manager** | |
| **GRADE: Band 7** | | **SAP POSITION NUMBER :** |

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

For posts where employees speak directly to members of the Public the post holder is required to demonstrate their ability to speak fluently in English.

As a candidate you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of shortlisting. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes.

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| **Key Purpose of Post:** | | | | |
| To deliver marketing and communications campaigns and materials; coordinate proactive  PR activity; and develop and support online, digital, social media and e-communications  initiatives.  Responsible for planning  marketing and product development strategies and programs, both short and long term, aimed at targeting existing and new customers and markets.  To work with the Head of PACT HR and Business Development Manager to implement a fully integrated communications and marketing strategy for PACT HR. | | | | |
| **Main Responsibilities of Post:** | | | | |
| * Play an active role in the implementation of an integrated marketing and communications strategy for PACT HR. * Deliver targeted external marketing and communications campaigns, materials, events and activities to enhance customer awareness of the policies, projects, activities and services of PACT HR, using a range of channels. * Support the continued development of PACT HR’s online and digital presence, including websites, social media and e-communications and exploring and exploiting opportunities for innovative approaches and shared content through existing and emerging platforms. * Creation and publication of marketing materials, including on line in accordance with marketing plans. * Manage and improve lead generation campaigns, measuring results. * Monitor and report on effectiveness of marketing communications. * Researching and analysing market trends and target markets * Sourcing advertising opportunities and placing adverts using a variety of media.      * Managing the production of marketing materials, writing and proofreading copy; Liaising with designers and printers and arranging the effective distribution of the marketing materials; * Maintaining and updating customer databases with accurate data and in a timely manner.; * Organising and attending events such as conferences, seminars, receptions and exhibitions to showcase and present PACT HR products to provide informztion and encourage sales * Monitoring competitor activity; | | | | |
| **Structure:** | | | | |
| **Special Knowledge Requirement. Will be used for shortlisting.** | | | | |
|  | | | **Essential** | |
| **Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column**. | | |  | |
| Due to the Governments Fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced thresholdlevel (which will be implemented where the post requires a greater level  of sensitive interaction with the public e.g. in children’s centres) – where the person is able to demonstrate that they can during the interview:  a) Can express themselves fluently and spontaneously , almost effortlessly  b) Only the requirement to explain difficult concepts simply hinders a natural smooth flow of language | | | X | |
| Uses knowledge of Health, Safety and Environmental policies, procedures and regulations including risks in own area of  work | | |  | |
| Uses a range of complex IT packages relating to area of work | | | X | |
| Ability to adopt a process of continual improvement and suggest ways of  working more efficient and effectively to improve service delivery. | | | X | |
| Knows and understands how to use, interpret, handle and communicate  information | | | X | |
| Ability to adopt a process of continual improvement and suggest ways of working more efficient and effectively | | | X | |
| Knows and understands how to use, interpret, handle and communicate information | | | X | |
| **Relevant experience requirement: Will be used for shortlisting** | | | |
| The applicant is required to provide evidence of having previously spoken fluently to members of the public in order to meet either the Lower threshold or Advanced threshold level outlined under Special Knowledge above. | | | |
| At least 2 years experience working in a communications or marketing role in the public or private sector | | | |
| Advising senior management on marketing and communications issues, planning and products | | | |
| Using a range of communications and marketing techniques, channels and materials to deliver successful integrated campaigns to deadline and within budget | | | |
| Recent experience of delivering a marketing operational plan. | | | |
| **Relevant professional qualifications requirement: Will be used for shortlisting** | | | |
| Bachelors degree OR CIPR/CIM Diploma OR at least 2 years experience working in a communications or marketing role in the public or private sector | | | |
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| **Core Employee competencies to be used at the interview stage.** | | | |
| **Carries Out Performance Management** | | | |
| Covers the employee’s capacity to manage their workload and carry out a number of specific tasks accurately and to a high standard. | | | |
| **Communicates Effectively** | | | |
| Covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships; giving advice and guidance; counselling, negotiating and persuading and handling private, confidential and sensitive information**.** | | | |
| **Carries Out Effective Decision Making** | | | |
| Covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work. | | | |
| **Undertakes Structured Problem Solving** **Activity** | | | |
| Covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking; developing practical solutions; applying problem solving strategies and managing interpersonal relationships. | | | |
| **Operates with Dignity and Respect** | | | |
| Covers promoting equality, treating all people fairly and with dignity and respect, maintains impartiality/fairness with all people, is aware of the barriers people face. | | | |
| **Working Conditions:** | | | |
| Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions. | | | |
| **Special Conditions:** | | | |
| You will be informed if there is a requirement for the post to have recruitment checks  such as DBS, Warner Process. | | | |
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| **Compiled by: NS**  **Date: August 2018** | **Grade Assessment Date:** | **Post Grade: BAND 7** | |