

JOB DESCRIPTION



POST DETAILS

Job Title: Marketing Officer

Grade: 6

Location of Work: Orford Jubilee Hub (but required to work across sites)

Directly Responsible To: Commercial Director

Hours of Duty: 37 Hours

Primary Purpose and Scope of the Job:

As Marketing Officer, you will be responsible for contributing, developing, and delivering an effective marketing and communications plan in line with corporate objectives to develop all areas of the business. Particular focus will be around above and below the line promotion, brand guidelines/protection and supporting new systems and procedures to drive sales which meet commercial requirements as well as addressing health inequalities.

WORKING RELATIONSHIPS

The operation of LiveWire's services will have an important impact on Warrington as a town. The performance of the section will be visibly evident to the public, customers, elected members and stakeholders. It will reflect on the credibility and professionalism of the wider Neighbourhood and Wellbeing model. Relationships with both internal and external customers will be crucial to ensure the delivery of a quality service and to enhance the service's reputation as well as its corporate and business performance.

KEY TASKS AND ACCOUNTABILITIES

1. The postholder must carry out the duties with full regard to the Company's Corporate Plan, the Corporate Equality and Diversity Policy, Health and Safety Policy and Social Inclusion Strategy.
2. Contribute to the development a sales culture across the business in particular working with front of house staff.
3. Assist in the monitoring of any KPI's deemed appropriate by senior management.

4. In conjunction with the Commercial Director, ensure a synergised approach to sales and retention is developed and embedded in the service within a performance management framework.
5. To work with third party providers to maximise business and ensure value for money is achieved.
6. Pro-actively raise the profile of the business by creating positive public relations and regular press releases.
7. Co-ordinate and implement the marketing team plan, whilst supporting all other area team plans on a marketing and communications level working towards the organisations aims and objectives.
8. Working with media companies to write and produce marketing materials for all areas of the business.
9. Writing content for both internal and external communication purposes.
10. Effective management of all marketing and merchandise stock to ensure adequate levels are maintained.
11. Ensure an effective and efficient distribution network for all promotional material across the town.
12. Dealing with advertising requirements; creative input, raising orders, copy writing, and tracking.
13. Working with the ICT Team to ensure website upkeep and development, maximising opportunities for business.
14. Develop and maintain effective data capture tools and systems to facilitate segmented and targeted customer contact.
15. Responsible for the upkeep and continued development of social media activity to develop the brand and increase customer engagement.
16. Support the organisation in the delivery of special events and displays to promote the business.
17. Create/contribute to the development of company strategies or plans around marketing and communications.
18. Proactive contribution to the development of new initiatives to increase sales and maximise income generation.
19. Support sites with sales & marketing promotions to ensure maximum impact
19. Carry out all duties with due regard to confidentiality and data protection regulations.

REVIEW ARRANGEMENTS

The details contained in this Job Description reflect the content of the job at the date it was prepared. However, it is inevitable that over time, the nature of the jobs may change. Existing duties may no longer be required and other duties may be gained without changing the general nature of the post or the level of responsibility entailed. Consequently, LiveWire will expect to revise this Job Description from time to time and will consult with the postholder at the appropriate time.

The nature of the duties listed above may over time change in which case the job description will be amended accordingly. This may not alter the size and scope of the job.

Date: 06.01.21

Prepared/revised by: K. Forester

In conjunction with: S. Sinnott

PERSON SPECIFICATION

NOTE TO APPLICANTS:

Whilst all points on the specification are important, those marked 'E' (essential) are the key requirements. You should pay particular attention to these points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview. In addition to interviews a variety of other selection methods may be used such as tests or exercises dependant on the role applied for. You will be advised of any alternative selection methods in the letter inviting you for interview.

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Key: (E) Essential (D) Desirable

Experience

- To be able to demonstrate a level of experience of delivering marketing responsibilities within a business (E), A, I, P
- To have knowledge or experience of working with a similar target market (D), A, I, P
- To have a proven track record in developing, supporting, and marketing a commercial product (E), A, I, P
- To have experience of managing effective public relations activity within a politically sensitive environment (E) A, I
- To have experience with managing both internal and external communications activity (E) A, I
- To have experience in driving and supporting a commercially focused team culture (E), A, I

Skills and Abilities

- Excellent communication skills, including high standards of written communication, grammar and spelling (E), A, I, P
- High standard of ICT skills (E), A, I
- Ability to plan and prioritise work programmes with a proactive nature (E), A, I
- Ability to work under pressure and deliver within set timescales (E) A, I, P
- Ability to relate to a wide variety of people in a professional manner (E), A, I
- Ability to work well in a team (E), A, I
- Ability to work across partnerships (E), A, I
- To bring a creative approach to marketing and product development (E), A, I, P
- Excellent information management skills including a high level of accuracy and attention to detail (E), A, I

Education/Qualifications/Knowledge

- Appropriate professional qualification at NVQ Level 4 or equivalent (E), A
- Educated to degree level (E), A

Other Requirements

- Flexible approach to work including working at evenings and weekends as and when required (E), A, I
- Flexible approach to work locations acknowledging that time will be needed across all sites over a given period (E), A, I
- Possession of a valid driving license or access to public or other transport in line the Equality Act 2010 (E), A
- High standard of personal appearance and conduct (E), A, I

Commitment to Equality and Diversity

- Ability to understand and demonstrate commitment to equality and diversity. (E) A, I

Commitment to Service Delivery/Customer Care

- Demonstrate commitment to a culture of continuous improvement (E) A, I
- Demonstrate commitment to achieving excellence in customer care (E) A, I

METHOD OF ASSESSMENT (M.O.A.)

A = APPLICATION FORM, **C** = CERTIFICATE, **E** = EXERCISE, **I** = INTERVIEW, **P** = PRESENTATION, **T** = TEST, **AC** = ASSESSMENT CENTRE