

JOB DESCRIPTION

Job Title	Marketing Officer (Digital Programme)
Salary Band	Grade 24 – 26
Reporting to	Marketing Development Executive, Liverpool City Region Combined Authority
Directorate	Corporate Development and Delivery
Service Area	Marketing – Communications and Marketing Service
Political Restriction	No

1. Primary Purpose of the Post

To support delivery of the Liverpool City Region Combined Authority's Digital Programme. To create exciting and innovative content for the programme, writing copy and managing creative work, including for social media channels, e-shots, website content, campaigns and other media.

2. Key Role Specific Responsibilities

- Support the delivery of the Combined Authority's Marketing Strategy and priorities, with specific focus on the Digital Programme.
- Coordinate a marketing campaign calendar to ensure campaigns are delivered on time.
- Undertake administrative duties such as raising POs, filing documents and printing.
- Budgetary control - support procedures for managing marketing budgets and individual campaign budgets.
- Support in campaign planning, including brief writing and co-ordination and management of external agencies on behalf of the LCRCA.
- Provide general marketing support for marketing and promotional activities - copy writing, proof checking, ensuring correct branding used etc.
- Assisting with the implementation and evaluation of campaigns according to annual activity schedules.
- Support in the development and implementation of the digital strategy – including updating content on the LCRCA's portfolio of websites as and when required as well as supporting with social media.
- Provide guidance to internal and external partners over the use and application of Combined Authority's corporate brand guidelines.
- Assist in the provision of merchandise for marketing team and wider organisation.
- Liaise with internal and external partners to develop a fully integrated approach to marketing the Combined Authority digital programme's products and services.
- Attend meetings internally/externally as a representative of the Combined Authority as required
- Work collaboratively with the Communications team, as well as stakeholders across the organisation.
- Operating flexibly in respect of cover for all other staff in the Office, to ensure service standard office hours are provided, and assist with the servicing of out of hours meetings and events.



3. General Corporate Responsibilities
<ul style="list-style-type: none">• To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.• To develop the Combined Authority's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
4. General Managerial Responsibilities
<p>It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.</p> <p>This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.</p>

PERSON SPECIFICATION

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Note to Applicants. Essential criteria are marked with *. All other criteria are desirable.

	CRITERIA	METHODS OF ASSESSMENT
Qualifications and Training	Relevant qualification (minimum A Level Standard) in subject/s that require developed abilities in writing and analysis. *	A,I,T
	A degree, or equivalent, or professional qualification in a communications-related discipline.	A,I,T
Experience & Knowledge	Experience of working in a results orientated marketing environment. *	A,I,T
	Experience in assisting the implementation of effective intelligence led promotional initiatives. *	A,I,T
	Experience of managing external agencies and suppliers. *	A,I,T
	Experience of providing marketing support services - copy writing, brand management and image library etc. *	A,I,T
	Strong political awareness.	A,I,T
	Experience working in a marketing/communications Environment. *	A,I,T
	Experience of managing external agencies and suppliers.	A,I,T
	Understanding of a range of marketing and communications related disciplines including digital, brand and promotional marketing. *	A,I,T
Skills/Abilities	Experience working to deadlines and supporting financial control systems.	A,I,T
	Good Interpersonal skills – ability to work with people at all levels within the organisation. *	A,I,T
	Comfortable working as part of a team and at non-standard hours. *	A,I,T

	CRITERIA	METHODS OF ASSESSMENT
	<p>Comfortable working alone and unsupervised for periods. *</p> <p>Ability to deal with confidential/sensitive material.</p> <p>Excellent communication skills. *</p> <p>Commitment to self-development. *</p> <p>Ability to network with outside stakeholders. *</p> <p>Ability to work to deadlines and support financial control systems.</p> <p>Personal strengths – Proven track record of managing people and resources, problem-solving, diplomatic, strong communication skills, self-starter proactive.</p>	<p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p>
Commitment	<p>An understanding of and a personal commitment to the Vision and Aims of Liverpool City Region Combined Authority.</p> <p>A commitment to providing a high-quality customer service and ensuring service standards are met. *</p> <p>Commitment to and understanding of equal opportunities.</p> <p>Understanding of public transport, the leisure sector and tourism structures within the Liverpool City Region.</p>	<p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p> <p>A,I,T</p>
Other	<p>Knowledge of how Local Authorities and devolution works and the key issues facing the City Region. *</p> <p>Willingness to work flexibly as and when required.</p>	<p>A,I,T</p> <p>A,I,T</p>

Key to Assessment Methods:

I - Interview P - Presentation A - Application E - Exercise T - Test AC - Assessment