**GRAVESHAM BOROUGH COUNCIL**

Directorate: Communities and Inclusive Growth

Department Arts and Culture/Woodville Theatre

Post Title: Marketing and Communications Officer

Scale:

Hours: 37

**Job Description**

**Summary**

This job description is intended as a working document only, giving a guideline to the major tasks to be performed. It is anticipated that the post will develop as working practices change in order to meet the demands of the service, new legislation or policies of the council. It is expected the post holder will contribute to and assist in the development of such changes

The postholder will be responsible for marketing and promotion activity for arts and culture and the Woodville theatre. They will work to develop detailed marketing plans and strategies for individual events, exhibitions, workshops and other activities.

Work will also involve liaising with the Council’s communications department to ensure marketing is lively, far reaching, innovative and versatile.

**Main Responsibilities**

1. To create campaigns and strategies for all events and activities and monitor results.
2. Communicating the breadth of the entire offer of arts and culture and The Woodville to attract audiences and recruit participants.
3. Monitoring all social media accounts, creating content, and responding to messages as well as producing analytics reports for the wider management team.
4. Contribute ideas and create marketing plans and campaigns for all events and activities and monitor results, reporting to the wider management team.
5. Reporting regularly to management and wider teams as appropriate to ensure awareness of reach and impact, uptake and effectiveness.
6. To develop digital marketing strategies to ensure that arts and culture and the Woodville Theatre is at the cutting edge of new technologies across all marketing platforms.
7. To develop and maintain relationships with artists, promoters and hirers, ensuring that they are given the best service and accurate information.
8. To develop and maintain relationships with the press and advertising organisations ensuring that marketing budgets are exploited to maximum efficiency including vibrant press releases and a schedule of advertising that can be measured for impact.
9. To create promotion and publicity campaigns through using the poster and banner sites ensuring a wide awareness (specifically within the town centre) of activities
10. To identify new and innovative ways of marketing to create additional income and exposure, including securing sponsorship.
11. To stay abreast of new and upcoming methods of promotion or trends to ensure the Arts and Culture team and The Woodville Team are maximizing opportunities to build audiences, uptake, involvement and sales.
12. To actively engage in promotional opportunities within and outside the venues, for example at outdoor events and during town center promotions.
13. To have the ability to co-ordinate multiple projects to deliver the marketing plans and promotional activity demanded by the role.
14. To be an active member of the team, attending Operations meetings to update on work programmes and positively supporting business development opportunities.
15. Acting as first point of contact for marketing related enquiries.
16. Line manage the Marketing Assistant and Marketing Distribution Assistant

To carry out such other duties as may be required of you, commensurate with the grade and level of responsibility, as directed by management.

A commitment and contribution to the Council’s Equal Opportunities Policy is an essential requirement of the post.

The post holder will carry out all duties and activities having regard to the provisions of the Health and Safety at Work Act 1974, and in accordance with any instructions from senior members of staff under that Act or any Council or Departmental Codes of Practice or Procedures.

The post holder must ensure that data quality and integrity is maintained, and that data is processed in accordance with council policy, the Data Protection Act, the Freedom of Information Act and other legislation.

The post holder will comply with Statute and Council Policy in all respects.

An awareness and commitment to section 17 which places a statutory duty on police and local authorities to work in partnership to reduce crime and promote community safety. It is also required that community safety is to be a thread running through all functions of the LA.

A commitment to excellent customer service and the values of the Council.

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| CHARACTERISTIC | SPECIFICATION | |
|  | ESSENTIAL | DESIRABLE |
| SKILLS/ABILITIES (Specific skills and abilities required to undertake the duties). | Ability to translate strategic vision into marketing and comms plans including audience development.  Ability to manage and work within a set budget.  Strong reporting and analysis skills  Excellent skills across design and print, sales promotion, direct marketing and digital.  Good design skills using canva or other appropriate software  Excellent written, verbal and interpersonal communication skills required for dealing with staff, colleagues and customers.  Good digital communications skills across standard social media platforms including use of mailchimp  Excellent team player, with enthusiasm for change and development.  Proven ability to develop, improve and promote changes to services and functions  Ability to work on own initiative to resolve issues and make decisions  Excellent IT skills including Word, Excel and internet |  |
| KNOWLEDGE (Particular knowledge which will be necessary to perform the work effectively, e.g. of specific legislation or regulations). | Knowledge of the cultural, events and entertainment industry  Knowledge of effective promotions and marketing activities within the industry  Knowledge of data management including GDPR |  |
| QUALIFICATION TRAINING  (Education/vocational qualifications and other training) | GCSE / NVQ level 3 or equivalent  Degree in Communications and Multimedia  Customer Care Qualification | CIM Certificate in Professional Marketing – Level 4 |
| EXPERIENCE  (Level and type of previous experience) | At least 2 years Marketing and promotions experience  Press and PR experience  Experience of creative project management and the ability to prioritise competing demands from multiple projects  Proven experience of working with digital media in a marketing capacity.  Proven experience dealing with the general public in a busy environment, delivering excellent customer service  Previous admin experience  Demonstrated experience within a commercial environment where focus was placed on efficiency, profit & loss  Demonstrated experience within a customer service environment.  Unsupervised working  Experience in working in a fast-paced environment  Experience of multi-tasking |  |
| QUALITIES  (Particular qualities necessary to carry out the works, e.g. ability to work under pressure or work co-operatively in a team) | Professional approach to colleagues, team members and members of the public.  Ability to adapt quickly to demands and readily accepts changing situations.  To work co-operatively as a member of a team  Forward thinking approach and desire to make a difference  Highly organised, pro-active and self-motivating.  Accuracy and attention to detail |  |
| SPECIAL CONDITIONS (e.g. willingness to work unsociable hours or wear a uniform) | Flexible working hours as required by the business including unsociable hours, evenings, weekends and some bank holidays |  |