

Job Profile comprising Job Description and Person Specification

Job Description

Job Title: Marketing and Events Assistant	Grade: Apprentice/Scale 1
Section: Economic Development	Directorate: Chief Executive's Group
Responsible to following manager: Tourism and Investment Marketing Manager	Responsible for following staff:
Post Number/s: RWCE830	Last review date: March 2021

Working for the Richmond/Wandsworth Shared Staffing Arrangement

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

Job Purpose

- To support the Tourism and Investment Marketing Manager to deliver visitor action plans and promotional programmes
- To support the successful marketing and delivery of events and initiatives

Specific Duties and Responsibilities

1. To support the development of content and promotional material related to visitor action plans, including directories, guides, trails, videos, etc.
2. To support the marketing and events activities linked to the Visit Richmond Partnership, including compilation of the annual guide, website and social media accounts

3. To support the production of area based promotional and marketing material, including inward investment publications
4. To support the collection of data and information related to the visitor and tourism sector and from promotional campaigns to inform marketing and communications activities.
5. To support the delivery and marketing of events run by the Council or in partnership with others.
6. To support the maintenance of up-to-date contacts databases, in line with SSA Information Governance and Security policies, by collecting, checking and inputting information.
7. To support responses to enquiries relating to partnerships and campaigns, including checking of mailboxes and social media accounts, logging of enquiries and channeling to the appropriate member of staff.
8. To support other services and initiatives in the High Streets and Local Growth team as advised by the Tourism and Investment Marketing Manager
9. To identify areas of personal and service development in order to acquire new skills and experience and to contribute to high quality services.

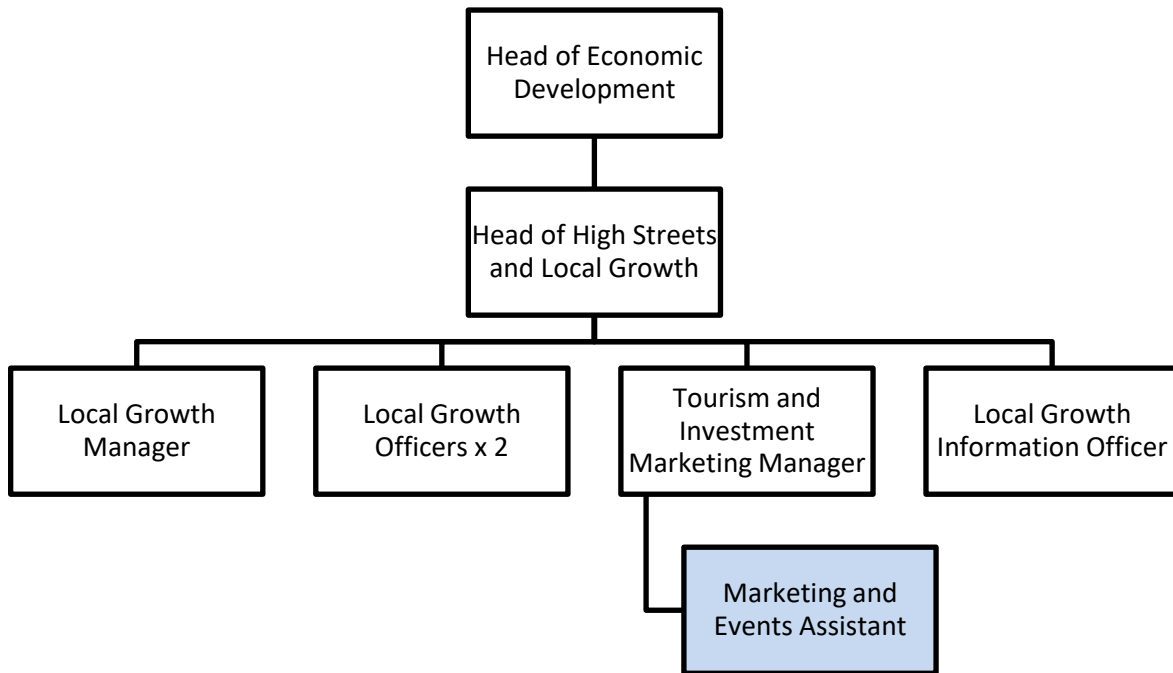
Generic Duties and Responsibilities

- To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
- To adhere to security controls and requirements as mandated by the SSA's policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
- The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

Additional Information

- Flexibility to work occasional evenings or weekends to meet business needs.

Current team structure



Person Specification

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Our Values and Behaviours¹

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular –

- taking responsibility and being accountable for achieving the best possible outcomes – a 'can do' attitude to work
- continuously seeking better value for money and improved outcomes at lower cost
- focussing on residents and service users, and ensuring they receive the highest standards of service provision
- taking a team approach that values collaboration and partnership working.

Person Specification Requirements			Assessed by A/I/T/C (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Awareness of the requirements of effective business/tourism communications (A/I)		x	
Knowledge of a range of media channels, especially social media channels (A/I)	x		
Experience	Essential	Desirable	Assessed
Work on the production and design of communications and publicity materials (A/I)		x	
Experience of supporting events (A/I)		x	
Experience of marketing and communications activities		x	

¹ These values and behaviours will be developed further as the SSA becomes established.

Skills	Essential	Desirable	Assessed
Good written communication skills, including understanding of different audiences and circumstances (A/I)	x		
Use of web-based marketing/content marketing/newsletter tool (A/I)		x	
Use of popular social media channels and applications (A/I)	x		
Qualifications	Essential	Desirable	Assessed
Tourism Degree		x	

A – Application form / CV

I – Interview

T – Test

C - Certificate