**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:** Digital Marketing Officer  | **Grade**: P01 |
| **Section:** Economic Development – Enterprise and Business Growth Team | **Directorate:** Place |
| **Responsible to following manager:**Enterprise and Business Communications Manager | **Responsible for following staff** |

**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**

This role is for Digital Marketing Officer who wishes to gain experience in a diverse, fast-paced organisation. We are seeking a creative who lives and breathes all things online, makes engaging content for a variety of audiences, understands upcoming trends and keeps on top of the everchanging digital landscape.

Reporting to the Enterprise and Business Communications Manager, the Digital Marketing Officer will work across Richmond and Wandsworth Councils.

The postholder will:

* Be responsible for the social media content calendar, running of digital campaigns and the day-to-day management of social media accounts.
* Support the Enterprise and Business Growth Team to deliver business communications and marketing activities.
* Support the successful online marketing and delivery of events and initiatives.
* Work with external and internal stakeholders including Council colleagues, the corporate communications teams, and external partners to - maintain awareness of activities, inform joint communications activities/initiatives and respond proactively to emerging issues.

**Specific Duties and Responsibilities**

1. With guidance from the Enterprise and Business Communications Manager, implement digital marketing strategy and multi-channel campaigns that generate leads and applications for the team’s programmes and events.
2. Increase followers to the department’s social media channels.
3. Produce compelling blogs for the Wandsworth Enterprise Hub and Richmond Business Hub.
4. Provide support with the marketing of business facing services, programmes, events and initiatives through both councils’ communications channels and platforms including the Richmond Business Hub, Wandsworth Enterprise Hub and the business web pages.
5. Alongside the Business Marketing Assistant, maintain the business-related social media accounts for both councils and the publication of regular e-newsletters.
6. To undertake research and analysis to support the creation of communications content and delivery of marketing and communications activities.
7. To support the delivery and marketing of in-person and online events, workshops and one to one support.
8. 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.
9. To support other services and initiatives in the Enterprise and Business Growth team as advised by the Enterprise and Business Communications Manager
10. To identify areas of personal and service development in order to acquire new skills and experience and to contribute to high quality services to business.

**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.

**Person Specification**

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| **Job Title:** Digital Marketing Officer  | **Grade**: P01 |
| **Section:** Economic Development | **Directorate:** Chief Executive’s Group |
| **Responsible to following manager:**Enterprise and Business Communications Manager | **Responsible for following staff:**n/a |

**Our Values and Behaviours[[1]](#footnote-2)**

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.

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| **Person Specification Requirements** |  |
| **Knowledge**  |
| Awareness of the requirements of effective business communications | E |
| Knowledge of a range of media channels, especially social media channels  | E |
| Awareness of business issues facing SMEs and entrepreneurs  | D |
| **Experience**  |  |
| Demonstratable experience of running successful digital advertising and social media campaigns, with measurable impact. |  E |
| Experience of managing social media accounts |  |
| Experience of producing high-quality, creative, digital marketing deliverables, including copy writing, tracking and reporting  |  E |
| Experience of supporting in person events | D |
| Experience using Meta Business Manager/Hootsuite and/or other marketing scheduling tools. | E |
| Demonstratable experience of running successful digital advertising and social media campaigns | E |
| Experience using a range of digital channels to reach target audiences  | E |
| **Skills**  |
| Good written communication skills, including an understanding of different audiences and circumstances. | E |
| Use of web-based marketing/content management/newsletter tools | E |
| An eye for design and the ability to create in-house artwork using programs such as Canva and/or Photoshop.  | E |
| Ability to manage multiple projects and priorities in a fast-paced, deadline-driven environment.   | E |
| Highly organised with the ability to stay calm under pressure and meet deadlines effectively | E |
| Ability to work autonomously under the direction from line manager  | E |
| Good understanding of data privacy and General Data Protection Regulation (or GDPR)  | D |
| Good writing, editing and proofing abilities, excellent attention to detail  | E |
| Strong commitment to diversity and inclusion  | E |
| Ability to convey information accurately and promptly to internal and external customers  | E |
| Excellent time management skills with the ability to prioritise workloads, deal with conflicting demands and meet tight deadlines  | E |
| A proactive approach, with the ability to use initiative  | D |
| **Qualifications**  |
|  | D |

1. [↑](#footnote-ref-2)