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

**Job Description**

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| **Job Title:**  Marketing and Events Assistant | **Grade**:  Apprentice |
| **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
  + successfully market and deliver events and initiatives in Richmond using a wide range of social media.
  + Develop and deliver visitor action plans and promotional programmes.

**Specific Duties and Responsibilities**

**This apprenticeship role has been created to support the work of the Tourism and Investment Marketing Manager by -**

1. Developing content and promotional material related to visitor action plans, including directories, guides, trails, videos and other forms of media.
2. Marketing events and activities linked to the “**Visit Richmond Partnership”,** including compilation of the annual guide, website and social media accounts.
3. Producing area based promotional and marketing material, including publications.
4. Collecting data and information related to the visitor and tourism sector and from promotional campaigns to inform marketing and communications activities.
5. Marketing and delivering events run by the Council or in partnership with others.
6. Maintaining an up-to-date contacts databases, in line with SSA Information Governance and Security policies (ie GDPR) by collecting, checking and inputting information.
7. Respond to enquiries relating to partnerships and campaigns, including checking of Outlook mailboxes and social media accounts, logging of enquiries and referring to the appropriate member of staff.
8. Supporting 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.
* You will be fully supported to undertake a professional qualification in Marketing (most likely to be the Level 3 Digital Marketer – for more information on this qualification -

<https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-marketer-v1-1>

This will be undertaken in partnership with one of our approved training providers and will be a blended learning approach so you are unlikely to need to attend college.

**Current team structure**

**Person Specification**

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

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** | **Assessed by**  **A**  **&**  **I/ T/ C (see below for explanation)** |
| **Knowledge** | |
| Awareness of marketing and promotional plans and activities | A/I |
| Knowledge of a range of media channels, especially social media channels | A/I |
| Awareness of events management and organisation | A/I |
| **Experience** | |
| Work on the production and design of communications and publicity materials | A/I/T |
| Experience of supporting events | A/I/T |
| Experience of marketing and communications activities | A/I |
| **Skills** | |
| Good written communication skills, including understanding of different audiences and circumstances. | A/I/T |
| Use of web-based marketing/content management/newsletter tools | A/I |
| Use of popular social media channels and applications | A/I/T |
| Good organisational and planning skills | A/I/T |
| **Qualifications** | |
| Ability to access relevant apprenticeship framework | A/I |

**A – Application form**

**I – Interview**

**T – Test**

**C - Certificate**

1. These values and behaviours will be developed further as the SSA becomes established. [↑](#footnote-ref-1)