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

**Job Description**

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| **Job Title:**  **Digital Marketing Officer** | **Grade**:  PO1 |
| **Section:**  Economic Development Office | **Directorate:**  **Place** |
| **Responsible to following manager:**  **Jenni Asiama** | **Responsible for following staff:**  **n/a** |
| **Post Number/s:** | **Last review date:** |

**Working for the Richmond & Wandsworth Better Service Partnership**

This role is employed under the Richmond & Wandsworth Better Service Partnership. The overall purpose of Richmond & Wandsworth 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.

Richmond & Wandsworth Better Service Partnership 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**

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 Richmond & Wandsworth Better Service Partnerships.
* 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 Richmond and Wandsworth 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 roles within the Councils.
* The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

**Additional Information**

**Team structure**

**Person Specification**

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| --- | --- |
| **Job Title:** | **Grade**: |
| **Section:** | **Directorate:** |
| **Responsible to:** | **Responsible for:** |
| **Post Number/s:** | **Last Review Date:** |

**Our Values**

**THINK BIGGER**

**EMBRACE DIFFERENCE**

**CONNECT BETTER**

**LEAD BY EXAMPLE**

**PUT PEOPLE FIRST**

Our Values are embedded across Richmond & Wandsworth Better Service Partnership and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](https://www.richmond.gov.uk/media/afdbdeao/five_values.pdf) as they are an integral part of our recruitment and selection process.

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

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**