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

**Job Description**

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| **Job Title:** Business Marketing Officer  | **Grade**: PO1 |
| **Section:** Economic Development | **Directorate:** Chief Executive’s Group |
| **Responsible to following manager:**Enterprise and Business Communications Manager | **Responsible for following staff:** |
| **Post Number/s: RWCE826** | **Last review date:** February 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 lead the successful marketing and promotion of advice services, events and initiatives which support business networking, business start-up development and growth
* To support effective and impactful business communications through a range of channels

**Specific Duties and Responsibilities**

1. To develop and lead on marketing strategies to businesses and entrepreneurs, with a particular focus on digital marketing strategies, in order to promote services and initiatives developed by the Enterprise and Business Growth team and the wider EDO with a view to maximizing take up and attendance
2. To oversee day to day operational management for both councils’ business communications channels and platforms, including the councils’ business web pages
3. To promote and market advice services, events and other initiatives as required by the Enterprise Support Manager, ensuring good take up and attendance in line with corporate targets and service standards
4. To maintain the business-related social media accounts for both councils and manage the compilation and dispatch of regular e-newsletters.
5. To support delivery of marketing and communications activities through the research and analysis of customer demand, development of content (such as articles, blogs, etc.), production of marketing materials and as otherwise directed by the Employment Support Manager.
6. To establish performance and impact metrics for business marketing and engagement activities in agreement with the Enterprise Support Manager and to collect management information to enable these metrics to be reported on a regular basis
7. To support the successful delivery of events and other initiatives that from part of the EDO’s offer to businesses
8. To work with relevant stakeholders including Council colleagues, the corporate communications teams and external partners to maintain awareness of activity, inform joint communications activities and initiatives and respond proactively to emerging issues.
9. Support the Enterprise Support Manager in maintaining strong working relationships with key external stakeholders.
10. Develop and maintain effective and up-to-date contacts databases, in line with SSA Information Governance and Security policies, enabling and managing access for the division, to aid targeted and general communication.

**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**

* Support for high profile events and communications channels with high numbers of attendees/contacts with commensurate need to comply with event management, health and safety and information governance policies
* Flexibility to work occasional evenings or weekends to meet business needs.

**Current team structure**

**Person Specification**

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| --- | --- |
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**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** | **Assessed by** **A**  **&**  **I/ T/ C (see below for explanation)** |
| **Knowledge**  |
| Strong understanding and knowledge of business marketing strategies, especially digital marketing strategies and techniques (Essential) | A/I |
| Awareness of the requirements of effective business communications, including equalities-related issues in relation to accessibility of communications. (Essential) | A/I |
| Good awareness of business issues facing SMEs and entrepreneurs and different business communities. (Essential) | A/I |
| **Experience**  |
| Experience of marketing and communications activities, especially digital marketing activities, and development of the products and activities to deliver these in hard copy and electronic media. (Essential) | A/I |
| Delivery of a range of communications using style and tone for appropriate the audience. (Essential) | A/I/T |
| Experience of supporting event organisation and planning. (Essential) | A/I/T |
| **Skills**  |
| Demonstrably high level of written communication skills, able to adapt to audiences and circumstances. (Essential) | A/I/T |
| Effective use of web-based newsletter tools. (Essential) | A/I |
| High level of digital marketing skills, including the use of social media channels to aid business communications. (Essential) | A/I/T |
| **Qualifications**  |
| Degree level qualification. (Desirable) | 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-2)