

Northumberland County Council  
**JOB DESCRIPTION**

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| <b>Post Title:</b> Communications Marketing Officer   | <b>Director/Service/Sector:</b> Communications |  | <b>Office Use</b><br>JE ref: 4088<br>HRMS ref: |
| <b>Band:</b> 7  | <b>Workplace:</b> Communications team          |  |  |
| <b>Responsible to:</b> Communications Lead  | <b>Date:</b> July 2010 updated Jan 2022        | <b>Manager Level:</b>  |  |
| <b>Job Purpose:</b> To support the Marketing and Campaigns manager in the delivery of effective external communications, marketing and campaigns. Primarily, the postholder will be responsible for preparing news releases, media enquiries, contributing to corporate publications; developing integrated marketing campaigns and executing from start to finish. Liaising with internal and external partners.   |  |  |  |
| <b>Resources</b>  | Staff  | Supervise and oversee junior staff   |  |
|   | Finance  | The post will involve raising invoices and billing external and internal clients for work.   |  |
|   | Physical                                       | Media Data and equipment.  |  |
|   | Clients  | General day-to-day involvement with the local, regional and national media and a variety of internal and external clients and partner organisations. This could include senior staff like the chief executive and council leader / councillors. Liaising with Heads of Service, Directors and staff within the Communities and Culture Directorates. |  |
| <b>Duties and key result areas:</b>   |  |  |  |
| <div>1. This post is responsible to the Marketing and Campaigns Partner and, ultimately the Head of Communications. It has a wide range of duties associated with the provision of corporate communications and marketing including, media management; direct communications, e-marketing; social marketing and campaigns; development of the Council's website and intranet; managing the corporate brand and effective internal communications.</div> <div>2. To deliver a full marketing and communications service, including a 24 hour handling system and an evaluation process to measure effectiveness. This will include establishing and developing good working relationships with journalists, producing good quality news releases, liaising with internal clients, staff and partners to ensure timely, accurate and corporate responses to marketing, campaigns and media work. Managing the media during times of crisis.</div> <div>3. To undertake communications audits and surveys, marketing evaluation, to assess the effectiveness of marketing communication techniques</div> <div>4. Corporate publications – undertake any task relating to the production of magazines or newsletters</div> <div>5. Social marketing campaigns – contribute to the development and delivery of social marketing campaigns</div> <div>6. Internal communications – contribute to the implementation of actions within the corporate internal communications strategy</div> <div>7. Corporate branding – ensure that application of the corporate style guide is managed (and to support Culture and Communities teams with branding).</div> <div>8. Contribute to new projects while developing and planning marketing and campaigns.</div> <div>9. To manage and develop marketing and campaigns services for Northumberland so that high quality, customer-focussed services are delivered.</div> <div>10. Representing the council and at events and launches.</div> <div>11. Involvement in strategies, marketing plans, and campaigns that will enable long-term communications management of individual areas of the council i.e. Communities and Culture Directorates.</div> |  |  |  |

12. Where necessary, manage staff, ensuring that all aspects of supervision, workload allocation, monitoring of work standards, motivation are properly addressed
13. To comply with health and safety policy and systems, report any incidents/accidents/hazards and take pro-active approach to health and safety matters in order to protect both yourself and others
14. This post may be required to be part of the emergency response team.
15. Implement and operate under the terms of the Local Government communications code of conduct and the Civil Contingencies Act.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

#### **Work Arrangements**

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| Transport requirements: | Must be able to meet the transport requirements of the post. |
| Working patterns:       | 37 hours per week, flexible.                                 |
| Working conditions:     | Office based/agile working/home working.                     |

Northumberland County Council  
**PERSON SPECIFICATION**

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| <b>Post Title:</b> Communications Marketing Officer  |  | <b>Director/Service/Sector:</b> Communications   | Ref: 4088        |
| <b>Essential</b>   |  | <b>Desirable</b>   | <b>Assess by</b> |
| <b>Knowledge and Qualifications</b>  |  |  |                  |
| <ul style="list-style-type: none"> <li>• Degree or equivalent qualification</li> <li>• Professional qualification in public relations, communications, marketing or journalism</li> <li>• Knowledge of all aspects of Public Relations, communications, marketing, design and print.</li> <li>• Very good working knowledge of the media.</li> </ul>   |  | <ul style="list-style-type: none"> <li>• Knowledge of how local government works and the challenges facing it.</li> </ul>  |                  |
| <b>Experience</b>  |  |  |                  |
| <ul style="list-style-type: none"> <li>• Significant experience in PR (in-house or agency), journalism or marketing.</li> <li>• Working in or with the media in a news or PR organisation.</li> <li>• Experience of developing and delivering marketing campaigns</li> <li>• Experience of dealing with media enquiries</li> <li>• Experience of producing monthly newsletters and magazines.</li> <li>• Crisis management.</li> <li>• Briefing the media</li> <li>• Developing and implementing marketing communication plans.</li> <li>• Advising senior staff on media issues</li> </ul>  |  | <ul style="list-style-type: none"> <li>• Experience of brand management</li> <li>• Experience of event management</li> <li>• Budgetary experience</li> <li>• Working in a public sector PR/Marketing environment</li> <li>• Commissioning services from other creative companies.</li> </ul> |                  |
| <b>Skills and competencies</b>   |  |  |                  |
| <ul style="list-style-type: none"> <li>• Ability to communicate both orally and in writing to a wide range of audiences, including the ability to write for the media.</li> <li>• The ability to convert complex issues into clear, media friendly copy.</li> <li>• The ability to write in plain English to a high standard.</li> <li>• Handling sensitive, confidential, and legal information.</li> <li>• IT Literate, capable of using MS Word / Excel and office packages</li> <li>• Ability to use tact and diplomacy when dealing with a wide range of people</li> <li>• Able to work under pressure, to establish priorities and meet deadlines</li> <li>• Ability to deal confidently with a wide range of people including elected members, colleagues, journalists and members of the public.</li> <li>• Ability to produce original and creative ideas</li> <li>• Ability to present information clearly and concisely</li> <li>• Ability to organise and prioritise own work with minimum supervision</li> <li>• Ability to work under pressure and to tight deadlines whilst working on numerous projects</li> </ul> |  | <ul style="list-style-type: none"> <li>• Adobe/Elements working knowledge for design/film</li> <li>• Commissioning services from other creative companies.</li> </ul>  |                  |

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| <ul style="list-style-type: none"> <li>• Ability to be efficient and professional when dealing with colleagues, elected members, the public and journalists</li> <li>• Able to deal with sensitive and confidential issues</li> <li>• Ability to be self-motivated, to use initiative and to work as part of a team.</li> <li>• Working in high pressure situations in the full glare of the media, public and senior staff.</li> <li>• Working to deadlines under considerable public scrutiny.</li> </ul>   |  |  |
| <b>Physical, mental and emotional demands</b>   |  |  |
| <ul style="list-style-type: none"> <li>• The work can be demanding. Candidates must possess the necessary commitment and stamina to cope with the challenge of the workload.</li> <li>• The post holder must be able to work well under pressure and be able to meet daily, weekly and monthly deadlines.</li> <li>• The post holder will be required to work within a team that will deal with crisis situations</li> <li>• The post holder may be required to become involved with sensitive, even distressing issues, for example in the field of child care</li> <li>• The post holder will sometimes work in an advisory capacity and must be able to respond positively when advice is declined</li> <li>• The role will require that the post holder is, when appropriate, able to challenge constructively existing ideas and practices</li> <li>• The post requires the use of discretion and initiative across all areas of work</li> <li>• There will be occasions of conflicting demands and interruptions when high levels of concentration must be maintained.</li> </ul> |  |  |
| <b>Other</b>  |  |  |
| <ul style="list-style-type: none"> <li>• Ability to meet the transport requirements of the post.</li> </ul>   | <ul style="list-style-type: none"> <li>• A car driver is desirable as contact with partners, members and colleagues county-wide may be necessary.</li> </ul> |  |

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits