



ROLE ADVERT

ROLE TITLE:	MARKETING OFFICER
POST ID:	CPP 64
GRADE:	Band H £28,746 - £31,846 fixed term contract for two years
HOURS:	37 per week
LOCATION:	County Hall Usk, Monmouthshire

PURPOSE OF POST:

We're looking for an experienced marketer to join our Monmouthshire team on a fixed term two year contract. This exciting role involves the delivery of various marketing campaigns for a range of services to drive income for the authority. The selected candidate will have an opportunity to develop marketing communications strategy and deliver end to end marketing communications through all media channels.

Outcomes

1. To deliver consistent, accessible, customer focussed, responsive and commercial marketing communications campaigns to drive income and advocacy for Monmouthshire County Council.
2. To re-invent and revitalise MCC's brand, and refresh the way we communicate and market with our customers to generate income for MCC.

This role is responsible for:

1. Producing detailed media neutral marketing plans to generate income for diverse service areas
2. End to end delivery of marketing communications campaigns that resonate with key target audiences to generate income for MCC. This role will also involve the delivery of some advocacy driving, event and colleague communications campaigns
3. Creating brand meaning and understanding with all our target audiences
4. Ensuring that corporate design and branding is appropriate i.e. contrast, colour, accessibility
5. Horizon scanning and continuous development of communications to ensure ongoing optimisation of campaign performance services
6. Project management of new projects
7. Innovating to find new ways to celebrate and share Monmouthshire's strengths while building long lasting, deeper relationships with communities
8. Working in collaboration and partnership with key internal and external senior stakeholders to develop new opportunities to generate income from marketing
9. Effectively engaging and influencing key stakeholders
10. Providing training, support and guidance to empower others to help create a move towards a more marketing focussed organisation
11. Develop, scale and embed sales and marketing within MCC

12. Maintaining effective business metrics, information and performance statistics
13. Reviewing performance and tracking progress against income generation targets
14. Meeting bilingual requirements
15. Briefing partner agencies and suppliers to commission creative work
16. Ensuring meaningful networks and relationships with other Local Authorities, Welsh government and the wider Monmouthshire community

Person specification

SKILLS

1. Strong verbal and written communications skills
2. Copywriting and editorial skills
3. Compile plans, reports, business cases and other written documents succinctly, accurately & clearly
4. Project management
5. Presentation and public speaking
6. Business case development for marketing communications campaigns

KNOWLEDGE

7. Proven track record for delivering effective marketing communications campaigns
8. Detailed understanding of the media neutral marketing mix
9. The workings of the democratic process
10. How services, departments and directorates link together
11. How communities are formed and interact with a local authority
12. Identify and manage personal capacity

BEHAVIOUR

1. Friendly, approachable and a good listener
2. Innovative and creative
3. Flexible, adaptable and mobile
4. Acts according to MCC's values, aims and culture
5. Able to adapt approach to engage with different audiences
6. Uses a coaching approach with service areas to achieve their outcomes
7. Negotiating and agreeing outcomes with contacts
8. Using an empathetic and diplomatic approach to service areas to understand their needs

**Should you require any further information regarding this post, please contact:
Abigail Barton, Communications & Engagement Manager Tel: 07580 362160**

Closing Date: 12 noon on 3rd July 2015

Please Note that we are not able to accept CV's

Application forms can be completed online or down loaded via:

<http://www.monmouthshire.gov.uk/home/education/jobs-and-employment/how-to-apply-for-council-jobs/>

Completed paper application forms should be returned to the following address:-
Employee Services, Monmouthshire County Council, PO BOX 106,
CALDICOT, NP26 9AN

Monmouthshire County Council is an equal opportunities employer and welcomes applications from all sections of the community. All posts are open to job-share unless stated otherwise.

Monmouthshire County Council operates a Smoke Free Workplace policy.

What else you need to know.....Monmouthshire Values are:

Openness: We aspire to be open and honest to develop trusting relationships.

Fairness: We aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.

Flexibility: We aspire to be flexible in our thinking and action to become an effective and efficient organisation.

Teamwork: We aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.

And this role, will work with Monmouthshire to achieve these.

In addition:

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The authority operates a Smoke Free Workplace Policy which all employees are required to abide to.

--