



ROLE ADVERT

ROLE TITLE: DIGITAL MARKETING OFFICER

POST ID: CPP68

GRADE: Band H £28,746 - £31,846

HOURS: 37 per week

LOCATION: County Hall Usk, Monmouthshire

PURPOSE OF POST:

We're looking for an experienced digital marketer to join our Monmouthshire team. This exciting role involves the delivery of various digital campaigns across our website and social media accounts, together with the day-to-day management of our digital channels. The selected candidate will have an opportunity to feed into and shape our digital strategy and deliver digital communications to engage with our target audiences online.

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.

Outcomes

1. To have consistent, quality assured, accessible, responsive digital communications and marketing online.
2. To re-invent and revitalise MCC's brand, and refresh the way we communicate and market digitally.

3. To ensure that MCC's web presence is effectively designed, accessible and used as a business and marketing tool.
4. To deliver our social media presence and drive personalised experiences across all technologies and channels.

This role is responsible for:

1. Delivering digital communications and marketing, ensuring that it dovetails into Monmouthshire's digital strategy, policy and programmes.
2. Organising web, social media, blogging, digital publishing, digital marketing throughout MCC.
3. Creating brand meaning and understanding with all our target audiences
4. Maintaining a network of content owners, authors and publishers.
5. Ensuring meaningful networks and relationships with other Local Authorities, Welsh government and the wider Monmouthshire community to provide co-ordinated digital platforms i.e. web sites and social media.
6. Creating effective policies and guidelines for digital communications including web and social media.
7. Providing training, support and guidance to enable Service departments to maintain ownership and responsibility for their digital presence.
8. Co-ordinating and linking social media accounts to ensure consistency and quality.
9. Ensuring that corporate design and branding is appropriate for our digital presence i.e. contrast, colour, accessibility.
10. Ensuring that digital channels are fully optimised for search engine marketing.
11. Horizon scanning and continuous development of digital communications services.
12. Project management of new digital projects where they relate to the web and social media.
13. Income generation through digital event management and digital publishing.
14. Innovating to find new ways to celebrate and share Monmouthshire's strengths while building long lasting, deeper relationships with communities.
15. Using digital within the marketing mix to extend brand reach, engage audiences, create conversations, and ultimately build meaningful connections with our diverse audiences.
16. Working in collaboration and partnership with key internal and external senior stakeholders to develop new opportunities for digital marketing that deliver added value and revenue opportunities.
17. Delivering all online campaigns (from online income generation, to proactive advocacy driving campaigns online and emergency communications responses
18. Chairing monthly steering group with ambassadors and key stakeholders.
19. On-going web editor engagement and relationship management.
20. Delivering priority campaigns to meet either income or channel shift targets that have been allocated and agree corporately.
21. Empowering/training web editors and ambassadors.
22. Maintaining effective business metrics, information and performance statistics.
23. Reviewing online performance and tracking progress against income generation targets.
24. Meeting bilingual requirements.
25. Briefing development team and web developers.

Person specification

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Skills

1. Coding skills specifically in HTML & CSS
2. Strong verbal and written communications skills
3. I.T. skills including office systems, internet, intranet, CMS, Photoshop, add words and analytic software
4. Search engine marketing skills including SEO
5. Analytics and data skills including CRO, UX and Customer Journey analysis
6. Copywriting and editorial skills
7. Website optimisation
8. Social Media Marketing including tribal marketing, iWOM, CRO and analytics
9. Compile reports, business cases and other written documents succinctly, accurately & clearly
10. Project management
11. Presentation and public speaking
12. Business case development for web and social media products

Knowledge

13. Understand the underlying technologies of open source and web development
14. Digital accessibility and industry standards
15. Local, national and global direction and standards
16. How local and national governments work and impact on digital marketing direction
17. How digital comms and marketing fits into the overarching technology strategy 'iCounty'
18. The workings of the democratic process
19. How services, departments and directorates link together
20. How communities are formed and interact with a local authority
21. Digital marketing
22. 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.

