# EAST SUSSEX COUNTY COUNCIL JOB DESCRIPTION

# Job Title: Marketing and Content Officer

# Department: Governance Services

# Grade: [Single Status 10](https://www.eastsussex.gov.uk/jobs/working-here/pay/east-sussex-single-status)

# Responsible to: Account Manager

# Purpose of the Role:

You’ll work in the Communications Team, which spans marketing, social media, traditional media, design and the web. You’ll work with colleagues in all these areas and in social media, video, online content, print, pr and the media to get results.

As Marketing and Content Officer you’ll work on a range of communications projects to help East Sussex residents find the information and services they need. You might help recruit more staff for key roles, publicise new features at our libraries, find imaginative ways to improve what people know about road safety or make sure as many parents as possible know about holiday food and fun programmes for children.

 Creativity and attention to detail will be key as you create and deliver campaign activation plans, produce social media strategies and create engaging content for a variety of channels (social media, blogs, newsletters). You will manage both organic and paid content to help strengthen the impact of the council’s services and ensuring staff, members, businesses and residents are kept informed.

It’s a busy and varied job with the camaraderie and support to help you develop and make the most of your skills.

**Key tasks:**

1. Develop and execute tactical content driven communications work in support of agreed briefs, contributing ideas and proposals where appropriate. Drawing on a broad range of contemporary marketing and editorial skills, including expertise in digital communications. Create social media strategies, including organic and paid content plans. You’ll create social media assets, write, edit and publish engaging content across multiple channels, including social media , blogs and newsletters.
2. Where relevant, work with other teams (e.g. graphics and web) to ensure the very best way of achieving the task’s objectives.
3. Choose the right channel(s) for each project and ensure all work is targeted to appropriate audiences – internally and externally. Rewrite, edit and enhance contributions from others as necessary.
4. Use or establish mechanisms to evaluate the effectiveness of all communications.
5. Deliver all work on time, to budget and in accord with the council’s policies and procedures.
6. Meet regularly with your manager to agree ways of maximising your performance and personal development. Take part in training and development activities identified to achieve these goals and to ensure the efficient delivery of County Council services.
7. Apply consistently the principles of Equal Opportunities and those embodied in the County Council’s policies and practices through the duties that are outlined above.
8. Be aware of ESCC health and safety policies and procedures; be responsible for your own health and safety whilst at work, and to ensure that you do not endanger anyone else.

Recognising that ESCC is a large organisation with a number of over-arching priorities extending to all areas of our work, you should be aware of these Council priorities and proactively seek appropriate opportunities in your work/service area to contribute, in consultation with your line manager; in particular, but not limited to:

* Net zero emissions targets – reduce your work’s environmental impact.
* Equality, Diversity and Inclusion – contributing to an inclusive and supportive working environment.
* Making the best of our resources - ensuring awareness of the impact of what you do to maximise the use of public monies.

# PERSON SPECIFICATION

# Essential key skills, abilities, knowledge, experience, values and behaviours

1. Multi-skilled across all forms of communications: from idea generation and creative pitching to writing, editing, and content creation for online and social platforms to identifying audiences and tracking and evaluating the impact of communications.
2. Experience of writing for different audiences and different channels/media including writing and pubishing for the web and social media.
3. Ability to communicate effectively to a range of people, including the ability to converse at ease with customers and provide advice in accurate spoken English.
4. Ability to prioritise and manage workloads effectively, using time management skills.
5. Ability to respond to a marketing or editorial brief with appropriate, or even innovative, communications which meet the task’s objectives.
6. Understanding of the political process, especially in local government.
7. Understanding of modern marketing techniques including the principles of digital and social marketing.
8. Experience of producing a broad range of communications activities to fulfil a project’s objectives.
9. Experience of working with designers and/or developers on content.
10. Ability to communicate effectively with a range of people in a clear, concise and accurate manner, changing messages to suit different audiences.
11. Evidence of evaluation and analysis to improve the effectiveness of communications work.
12. Ability to build positive working relationships across departments in a large organisation.
13. Creative.
14. A client-focussed attitude which includes tact and diplomacy.

# Desirable key skills, abilities, knowledge, experience, values and behaviours

1. Advanced understanding of how to use digital and social marketing,including some knowledge of common digital analytics, how to apply principles of behavior change and branding consistency.

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Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

| **Function** | **Applicable to role**  |
| --- | --- |
| Using display screen equipment  | Yes |
| Working with children/vulnerable adults | No |
| Moving & handling operations | No |
| Occupational Driving | No |
| Lone Working | No |
| Working at height | No |
| Shift / night work | No |
| Working with hazardous substances | No |
| Using power tools | No |
| Exposure to noise and /or vibration | No |
| Food handling | No |
| Exposure to blood /body fluids | No |