

Role Profile

Part A - Grade & Structure Information

Job Family Code	60S	Role Title	Marketing & Design Officer
Grade	PS6	Reports to (role title)	Marketing Lead
		Directorate	C&T
JE Band	192-227	Service	Cultural Services
		Team	Active Surrey
		Date Role Profile was created	Feb-21

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose

including key outputs

The Marketing & Design Officer (MDO) works alongside their supervising manager, helping to communicate Active Surrey's mission and maintain its public face.

Working across multiple audiences, the MDO will support projects by designing and creating appropriate and effective marcomms which cover multiple channels, including but not limited to print, video, websites and social media

The right person will need to be naturally collaborative and able to take ideas from colleagues within the team to produce high quality resources that are in line with the over-arching Active Surrey brand. As well as building on the ideas of others, they will be able to constructively challenge and use their initiative to suggest alternative ways of meeting project / comms objectives.

The Marketing & Design Officer will:

1. work with the Marketing Lead / with colleagues to design and create new marcomms resources from scratch, including:
 - a. hard and soft copy comms pieces ranging from simple, single sided flyers to multi-page brochures, programmes and reports
 - b. assets for use online and with social media including images and videos (scaled to appropriate sizes and edited to reflect style and brand guidelines)
2. report on, schedule and if necessary create messaging / advertising for the Active Surrey social media accounts (currently Twitter, Facebook, Instagram, LinkedIn and You Tube). To do this they will
 - a. liaise with other members of the team to help them promote their projects
 - b. monitor and register for national campaigns within Active Surrey's remit
 - c. maintain a regular flow of posts to all our key audiences, adopting an appropriate tone and style
3. help to maintain the Active Surrey and any other websites as and when required
4. act as a secondary contact point for all marketing queries when their manager is absent
5. through all their work, safeguard and develop the Active Surrey brand by providing a consistent look and feel to all materials
6. work closely with other team members to assist in a range of other events, projects and service developments
7. demonstrate high standards of performance and through personal example, promote the values and behaviours of Active Surrey and Surrey County Council

Work Context

The MDO will report to the Marketing & Comms Lead. At their core they will help maintain the 'Active Surrey voice', both through the digital and hard copy items that they create and their development of our presence in the 5+ social media channels where we are active.

To do this they need to have a collaborative outlook, able to deal with a wide range of personalities (within and outside the immediate AS team) and must be willing to give and receive open, constructive feedback. With a 'can do' attitude they need to be able to successfully plan and deliver on multiple design projects aimed at different audiences, while maintaining and responding to the day to day needs of our social media channels

The Officer will work for Active Surrey, a not for profit organisation, hosted within Surrey County Council with a mission to enrich lives through sport and physical activity.

Line management

N/A

Budget responsibility

N/A

<p>Representative Accountabilities Typical accountabilities in roles at this level in this job family</p>	<p>Planning & Organising</p> <ul style="list-style-type: none"> • Assist with the delivery of relevant schemes. • Support more senior officers to deliver initiatives and projects as required. • Deliver a range of operational services in support of existing systems or processes to agreed standards, to maximise service quality and continuity. <p>Policy and Compliance</p> <ul style="list-style-type: none"> • Adhere to established standards of service delivery to support any associated regulatory or technical compliance requirements. <p>People & partnerships</p> <ul style="list-style-type: none"> • Receive and respond to everyday enquiries from colleagues and customers to provide a timely, courteous and effective service. • May be required to assist in the recruitment, selection and supervision processes, or appointment of contractors, to ensure high standards of team delivery. <p>Resources</p> <ul style="list-style-type: none"> • May be required to raise invoices and manage payments. <p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> • Provide and manipulate data for statistical and other report and run and present standard reports. • Assist with regular assessment of performance of schemes and initiatives through the use of feedback, surveys and management information. • Prepare and despatch a range of correspondence/documents connected with the defined area of activity. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety & Welfare: To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Able to demonstrate numeracy and literacy to the level specified for the role e.g. through good GCSE qualifications in English and Maths and an understanding of grammar. • Able to work towards Vocational Qualifications Level 3 or equivalent in relevant field. • Working knowledge of relevant systems, equipment, processes and procedures. • Competent in a range of IT tools. • Ability to apply relevant health and safety, equality and diversity, and other organisational/service policies and procedures. • Ability to work with others to provide excellent customer service • Ability to communicate clearly. • Accurate when working with an ability to prioritise and organise own workload. • Some roles require the ability to oversee the delivery of operational services. • May be required to undertake manual handling and physically demanding work.
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Essential Qualifications / Experience:</p> <ul style="list-style-type: none"> • Relevant degree or marketing qualification preferred, but at a minimum 3 A Levels / Level 3 qualification • Maths and English GCSE (A*-C) / Functional Skills Level 2 or equivalent • Minimum of 1 years' experience of creating digital and print marcomms using appropriate design software • Proven experience of helping to manage social media for an organisation • Experience of working to / policing brand adherence <p>Preferred Skills and Abilities</p> <p>The main requirement is the ability to produce high quality, right-first-time solutions that help us communicate the services and views of Active Surrey</p> <ul style="list-style-type: none"> • Highly IT literate, able to use information, communication and office technology • Excellent communication skills including good use of written English and grammar • Interest in developing digital marketing and design skills to ensure the continual development of AS marcomms • Prioritise own tasks and workload when required • Able to work collaboratively, leading conversations where necessary • Ability to ensure new resources fit with existing pieces to develop an 'AS look' • Work quickly and accurately to tight deadlines, ensuring good attention to detail • Uses initiative to add value but prepared to follow instruction when required • Reliable, punctual and willing to work flexibly as required • Full drivers licence preferred.
<p>Role Summary</p>	<p>Roles in this level carry out a range of operational duties to given standards under some/minimal supervision as part of the provision of an operational service and may oversee an operational activity. They will be expected to be able to plan and organise their own workload, on a day-to-day basis within clear procedures. They will need to understand the objectives of the department sufficiently to allow them to time and sequence tasks so that they can support the work of others effectively. Entry to this level may be through some relevant work experience and general education.</p>
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