# EAST SUSSEX COUNTY COUNCIL JOB DESCRIPTION

# JOB TITLE: Marketing Communications Account Manager

# DEPARTMENT: Children’s Services / Communications Team

# LOCATION: Lewes or Eastbourne or Hastings

# GRADE: [East Sussex Single Status Grade 12](https://www.eastsussex.gov.uk/jobs/benefits/east-sussex-single-status)

# RESPONSIBLE TO: Recruitment manager social care and early help/ Communications Manager

# Purpose of the Role:

To plan, coordinate and deliver marketing communications that supports recruitment and retention activity for early help, social care and residential services. This will involve creating innovative and engaging content for websites, adverts and internal communications. It will also entail creating content for media, social media and other channels that tells the story of ESCC achievements and raises the profile of social work and keywork specifically ultimately attracting more applicants and strongly expressing to current staff how they are valued, resulting in increased retention. The post will sit in Children’s Services but will be managed by centralised communication team

# Key tasks:

1. Ensure consistent development and implementation of a marketing communications project management process ensuring that all work contains clear targets and objectives against which to evaluate the results.
2. Identify, anticipate and satisfy customer requirements for internal and external communications activities and, particularly, adding value where possible.
3. Manage the commissioning, briefing and delivery of other contributors to the project across management structures and reporting lines.
4. Drive and develop relationships with the media; national and local, TV, radio and press, to smooth the path of promoting a positive profile of the council to our customers through these routes.
5. Build and enhance relationships with influencers (such as the media) that enable positive profile building of the County Council, its work and Members.
6. Monitor media and any other form of comment (social media and other) to enable advice and swift action (crisis management) to ameliorate any risk of damage to the County Council’s reputation.
7. Participate in the on-call out-of-hours media handling rota to ensure that media enquiries are able to be answered 24/7.
8. Undertake available training opportunities and show a commitment to continuous development to maximise your potential and those of the virtual teams working for this role on a campaign by campaign basis and ensure the efficient delivery of County Council services.

This job description sets out the duties of the post at the time when it was drawn up.  Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.  Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

# EAST SUSSEX COUNTY COUNCIL PERSON SPECIFICATION

# Essential key skills and abilities

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| These criteria will be assessed at the application and interview stage |
| * Excellent marketing communications/project management skills.
* Presentation skills.
* Ability to prioritise and manage workloads effectively.
* Political awareness and understanding of political agendas.
* Ability to converse at ease with customer and provide advice in accurate spoken English
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# Essential education and qualifications.

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| These criteria will be evidenced via certificates, or at interview |
| * Educated to Degree level or ability to demonstrate equivalent experience.
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# Essential knowledge

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| These criteria will be assessed at the application and interview stage |
| * Marketing promotional techniques including audience segmentations and using customer insight to tailor communication activities.
* Understand all the differing channels (internal and external) and how to utilise them.
* Managing campaign budgets.
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# Desirable knowledge

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| These criteria will be assessed at the application and interview stage |
| * Knowledge of local government issues.
* Social Network Analysis/Theory.
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# Essential experience

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| These criteria will be assessed at the application and interview stage |
| * Demonstrable experience of working in the full range of marketing communications channels and techniques.
* Managing large and small projects - often running concurrently.
* Proven track record of evaluation techniques including tracking customer response techniques.
* People management.
* Experience of working with the media.
* Experience of social networking and digital marketing techniques.
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# Desirable experience

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| These criteria will be assessed at the application and interview stage |
| * Managing clients and suppliers.
* Working in or with local government or public sector organisation.
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# Other essential criteria

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| These criteria will be assessed at the application and interview stage |
| * Creative thinker yet essential to be a well-disciplined logical thinker when it come to managing projects.
* Ability to influence and persuade others.
* Excellent team player yet with the ability to manage and motivate others.
* Effective at building positive working relationships across departments in a large organisation and at all levels including Members.
* Tact and sensitivity
* Ability to work under pressure.
* Success oriented.
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**Date (drawn up): Modified May 2022**

**Name of Officer(s) drawing up person specifications:**

**Job Evaluation Reference: 4484**

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 |