

Job Title: Place Marketing Assistant
Grade: 05

Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy

Our Outcomes

Everyone in Staffordshire will:

- Have access to more good jobs and share the benefit of economic growth
- Be healthier and more independent for longer
- Feel safer, happier and more supported in their community

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and citizens
- Courageous – We recognise our challenges and are prepared to make courageous decisions
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

Staffordshire County Council's award-winning Communications Team is responsible for developing and implementing council-wide internal and external communications based on the annual communications plan. Our work promotes the vast, diverse work of the county council that has a daily impact on the lives of Staffordshire's 850,000 residents.

We plan and deliver corporate marketing and campaigns activity, media relations and reputation management, digital communications including social media, internal communications, corporate publications, place marketing, stakeholder engagement, and lobbying activity.

The Communications team's aim is to enhance and protect the council's reputation locally, regionally, and nationally. To help us do this, we give advice, support, and training to senior managers, colleagues, and members across all directorates and subject matters, including media issues and digital communications. We also do this through our many and varied campaigns that we deliver to help change behaviours, raise awareness, and increase understanding about what the county council does for people, and how we support people, businesses, and communities.

We also give advice and support about consultation with residents, service users and other stakeholders so that the county council can engage people effectively. The people of Staffordshire are at the heart of everything we do.

Funded and set up by Staffordshire County Council, We Are Staffordshire is a partnership that exists to promote and celebrate the county, raise its profile beyond our borders, and support work to attract inward investment, talent and tourism, for the benefits of Staffordshire people and businesses.

It is our mission to challenge negative perceptions of the county as a 'drive through destination' and to promote its myriad of assets.

Fast forward three years and our impact cannot be underestimated. We've made huge strides against our mission; convening roundtables with national brands and changemakers, celebrating Staffordshire at the House of Commons, recruiting over 300 ambassadors to tell and sell our story beyond our borders, and delivering first class networking and celebration events.

Through our tireless work, we have been shortlisted for global placemaking awards. Staffordshire has shifted the dial: we're no longer simply competing regionally, or nationally, but we have sights on that international map, and we're grabbing the opportunities with both hands.

This role will be crucial in supporting the wider team to deliver first class events, regularly update our Ambassadors with newsletters, social media content as well as ensuring our governance is functioning effectively with papers and meeting invites issued in a timely manner.

Reporting Relationships

Responsible to: Senior Place Marketing Officer

Responsible for: N/A

About the role

To provide operational support to the We Are Staffordshire core team, including the Head of Place Marketing and Senior Place Marketing Officer with all aspects of the day-to-day digital marketing and content management, events co-ordination and delivery and governance and administrative tasks associated with We Are Staffordshire's annual delivery plan of marketing activities. This role is key in helping the brand achieve its ambition and vision to see and celebrate Staffordshire on the regional, national and international stage as a great place to live and work, visit, study and invest; a place that supports a sustainable and prosperous future for generations to come.

Key Accountabilities

1. To support the development of the Ambassador Network by attracting new contributors to grow the scheme responding to enquiries from new ambassadors, interested businesses and organisations.
2. Supporting We Are Staffordshire to continue to grow its brand profile and reach new local and regional audiences by creating content and copywriting for marketing materials, digital platforms, social media and events adverts/invites/event collateral.
3. To support the wider team in the organisation and delivery of place marketing activities, such as events and conferences by booking venues, sending invitations, coordinating guest lists, liaising with colleagues across Staffordshire County Council as required.
4. Create content and support the Senior Place Marketing Officer in managing We Are Staffordshire digital platforms such as the website, Dot Digital e-marketing system, and social media accounts to support delivery of campaigns, projects and partnership activities and basic video editing and uploading to the We Are Staffordshire YouTube channel.

5. Day to day content and administration management of We Are Staffordshire website, including updating web content, listing events, uploading news stories and managing Ambassador Network applications / the Ambassador Portal.
6. Work alongside the team to deliver marketing activities and campaign work, including copywriting for online channels, e-newsletters or e-marketing campaigns and invites for events, poster and banners, briefs for new work and categorising/saving/sharing image and video files as well as uploading to our website and news channels.
7. Work alongside the team to coordinate the production of marketing materials, assisting the wider team in the commissioning of video, photography and infographics, exhibition stands and materials, including the sourcing of suppliers and obtaining estimates and quotes.
8. To support the increased profile of We Are Staffordshire brand identity by liaising with Staffordshire's inward investment, skills and tourism services as well as wider Staffordshire County Council teams and the private sector. Share impact and performance data, marketing information, imagery and video files and wider intelligence and information that supports greater collaboration and knowledge sharing with the above services.
9. Utilise planning, evaluation and reporting tools to support the evaluation of the Staffordshire place marketing work, analysing the effectiveness of media coverage, social media engagement, publications and other communication tools - maintaining accurate records to support the creation of the We Are Staffordshire annual report.
10. Support the effective delivery of the service by undertaking general and varied administration responsibilities (including writing minutes, diary management including setting up Board meetings and sending out papers). Inputting information into and monitoring the We Are Staffordshire budget by raising, tracking and following up invoices.
11. Undertake various other tasks and duties appropriate to the grading and responsibility of the post as required.

Other Information

The jobholder will be required to travel to different sites around the County for events and meetings (occasionally across the UK) in a

reasonable time, including where necessary overnight stays or unsociable hours. Staffordshire County Council's flexi time policy will apply.

This post is designated a casual car user

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.

Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.




The content of this Job Description and Person Specification will be reviewed on a regular basis.

Person Specification

A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

| Minimum Criteria for Disability Confident Scheme * | Criteria | Measured by |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
|  | Qualifications/Professional membership <ul style="list-style-type: none"> • Educated to A Level or equivalent level or equivalent experience in marketing, business administration or project management | A |
|  | Knowledge and Experience <ul style="list-style-type: none"> • Marketing experience – including experience of working to support the organisation of events, copywriting and design, website content management and social media • Experience in working with external organisations e.g. Private sector, District Councils or local community or partnership groups • Experience of delivering high quality service and communication via a variety of communication channels i.e. email, phone, promotional activities • Experience of supporting project development • Ability to work within multi-disciplinary teams • Knowledge and experience of inputting information into and monitoring budgets • Administration experience including meeting minutes, diary management and email communications • Experience in using computerised systems and ICT | A/I A/I A/I A/I A/I A/I |
|  | Skills <ul style="list-style-type: none"> • IT skills • Numerical skills • Effective time management skills with the ability to work effectively under pressure and manage a variety of tasks simultaneously • Skilled in communicating effectively both orally and in writing to a diverse audience | A/I A/I A/I A/I |

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| | <ul style="list-style-type: none"> • Effective interpersonal skills with the ability to build relationships • Commitment to continued professional development | <p>A/I</p> <p>A/I</p> |
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If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting Talent & Resourcing Team 01785 278300