

Role:	Marketing Officer (Princess Pavilion)
Reports to:	General Manager
Salary:	Grade 5 SCP 15-17 £29,093 - £30,060 £17,691 - £18,278 Pro Rata (£15.08 - £15.58 per hour)
Contract:	Permanent part-time, 22.50 hours (3 days) per week

About the job

This is a fantastic opportunity to work with a terrific team at Princess Pavilion, a popular bar, café and events venue much loved by our customers. With fabulous food, super sea views and gorgeous gardens, we host local, national and international events throughout the year.

Duties will include providing proactive, responsive and multi-platform strategic marketing, as well as producing varied and targeted social media content to promote our fabulous venue.

Duties and responsibilities

1. Developing and maintaining the Princess Pavilion's website, social media accounts and physical collateral.
2. Producing the design, content, output and analysis for the Princess Pavilion social media accounts
3. Creating captivating content for relevant social media sites about our community groups, customers and patrons who visit our venue.
4. Staying up to date with the latest social media trends and digital technologies and working with the Communications Manager to identify social media trends and vibes.
5. Providing in-house marketing design expertise, for example, designing digital and printed promotional materials for events, programmes, social media activities, wedding and corporate brochures.
6. Conducting product research, establishing brand awareness and improving customer relations.
7. Developing and implementing a sales and marketing plan for the venue.
8. Preparing coherent marketing campaign reports using data analysis tools to demonstrate return on investment and to inform marketing strategy priorities.
9. Working with the Council's Communications Manager to ensure published content and marketing materials are compliant with agreed corporate branding guidelines.
10. Providing occasional administrative and organisational support for functions taking place at the Council's venues, in conjunction with the Venue Manager.

General

1. Undertaking all duties in accordance with Council Policies, in particular those relating to Data Protection, Information Security, Financial regulations, Customer Care and Equal Opportunities.
2. Undertaking any duties regarding health, safety and wellbeing at work.
3. Being aware of your responsibility under Health & Safety law, taking reasonable care of yourself, your colleagues, other contractors and members of the public at all times whilst at work.

4. Undertaking risk assessments, complying with safe systems of work and actively promote a safety culture within the workplace.
5. Always represent and promote the service and the Council positively.
6. Carry out any other such duties as may be required by the Council from time to time, commensurate with the grade of the post.

Person specification

Criteria	Essential	Desirable	Method of assessment
Experience and knowledge	<p>Knowledge of marketing concepts and principles</p> <p>Experience of delivering innovative on and offline marketing campaigns within a fast-paced business or creative environment</p> <p>Experience of developing, managing and analysing campaigns across multiple social media platforms</p> <p>Proven experience of planning and implementing successful marketing plan</p>	<p>Experience of working with the media</p> <p>Experience in film and video production</p> <p>Experience of working with third-party suppliers and creative agencies</p> <p>Knowledge or experience of local government and its place supporting the local community</p> <p>Understanding of public sector marketing environment</p>	<p>Application form</p> <p>Interview</p> <p>Test/presentation</p>

Criteria	Essential	Desirable	Method of assessment
Personal attributes	<p>High level of motivation</p> <p>Ability to organise and prioritise workloads to meet deadlines</p> <p>Good work ethic and 'hands on' approach</p> <p>Flexible & adaptable attitude</p>		<p>Application form</p> <p>Interview</p>

Criteria	Essential	Desirable	Method of assessment
Skills and abilities	<p>Excellent interpersonal and customer care skills</p> <p>Excellent copywriting, editing and proofreading skills</p> <p>Excellent design and brand skills.</p> <p>Excellent IT skills including relevant knowledge of web content management systems</p> <p>Ability to work effectively and proactively on their own initiative and as part of a small team</p> <p>Diplomatic and able to deal with concerns in a professional and pro-active manner</p>	<p>Adobe Creative Cloud including InDesign, Photoshop or similar graphic design software package</p> <p>WordPress or similar</p> <p>Production of press and media releases</p>	<p>Application form</p> <p>Interview</p>

Criteria	Essential	Desirable	Method of assessment
Education and training	<p>English and Mathematics GCSE or equivalent</p> <p>Commitment to continuing professional development</p>	<p>Relevant marketing and/or events management qualification</p>	<p>Application form</p>

Criteria	Essential	Desirable	Method of assessment
Special circumstances	<p>Willing to work out of hours when required, including evenings and weekends</p> <p>Ability to travel to meet the requirements of the role</p>		<p>Application form</p>