

## **BROXTOWE BOROUGH COUNCIL**

### **JOB DESCRIPTION**

|                                 |                                                                                                         |
|---------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Directorate:</b>             | Executive Director                                                                                      |
| <b>Division:</b>                | Communications, Cultural and Civic Services                                                             |
| <b>Post No &amp; Job Title:</b> | C119 – Communications and Marketing Projects Officer                                                    |
| <b>Grade:</b>                   | Grade 9                                                                                                 |
| <b>Responsible to:</b>          | C112 – Principal Communications and Cultural Services Officer                                           |
| <b>Main purpose of the job:</b> | Design, deliver and manage strategic marketing, communications and engagement projects for the Council. |

### **Main Duties and Responsibilities:**

1. Lead on corporate marketing, communications, engagement and behavior change projects for the Council, ensuring all activity delivers clear SMART objectives and is in line with the Communications and Engagement Strategy and the Council's corporate objectives.
2. Project manage implementation of communications and marketing strategies, including but not limited to the Council's investment projects, climate change and cultural activities. Working closely with Council departments, Senior Officers, Members and other stakeholders to understand business needs and changing project requirements. Take responsibility for project outcomes.
3. Produce high quality content across a wide range of digital and traditional communications and engagement channels, adapting to different audiences to achieve agreed outcomes, including behavior change.
4. Measure and evaluate project performance against agreed objectives in a dynamic environment, devising new communications approaches to make improvements.
5. Compile and analyse departmental KPIs, using tools such as google analytics and insights and make recommendations to inform future communications, marketing engagement activity and service development.
6. Devise and deliver campaigns to support the Council's Corporate Plan and its aspirations for the future, including communicating progress and achievements in a range of engaging ways.

7. Liaise with partners and stakeholders across the Borough, such as officers, Elected Members, MPs, Town and Parish Councils, Project Boards and community groups, as well as government bodies, to ensure coordinated approaches to communications and marketing work.
8. Establish and maintain effective working relationships with key stakeholders on communications and marketing issues, including residents, Elected Members, businesses and commercial and public sector partners, to improve understanding of the Council's projects, goals and objectives.
9. Provide advice and guidance to Senior Officers, Elected Members, Town and Parish Councils, MPs and other partners using political awareness and apply sound judgement.
10. Lead on effective media management around relevant projects and issues, undertaking proactive and reactive media relations to protect and enhance the reputation of the Council.
11. Collaborate with third party suppliers to deliver communications activity as required, ensuring all materials adhere to accessibility legislation and best practice guidelines.
12. Produce internal communications and briefings to deliver key messages and updates on Council projects.
13. Represent the Council at appropriate external meetings with partners and key stakeholders and representative citizen groups.
14. Negotiate and commission work with a range of external suppliers for design, print, photography etc.
15. Carry out any other duties that are within the scope and grading of the post which could also be requested by the line manager or Head of Service.

### **DESIGNATED CAR USER**

A designated car user status has been attached to this post.

### **SPECIAL CONDITIONS**

Where applicable: Duties may include attendance at evening meetings and/or work outside normal office hours.

### **RESTRICTIONS**

This is a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

### **NOTE**

The above job description sets out the main responsibilities of the Marketing Projects Officer but should not be regarded as an exhaustive list of the duties that may be required. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder during the Personal Development Review process.

All employees are expected to maintain a high standard of service delivery and to uphold the Council's policies in accordance with equality and diversity standards, and health and safety standards, and to participate in training activities necessary to their job.