

# Job specification



**Job title: Marketing Officer**

**Service: Public Relations Team**

**Grade: G8**

**Reporting to: Marketing Campaigns and Design Manager**

## Your job

The Public Relations team is responsible for communicating with more than 300,000 residents through both traditional and digital channels; ensuring content is relevant, timely and targeted.

As a Marketing Officer you will support the efficient and effective provision of a first-class marketing service on behalf of the council's leisure and wellbeing service; Be Well. The successful candidate will deliver integrated marketing plans and campaigns in partnership with the service based on the operational strategy and commercial objectives. The campaigns will be designed to have the greatest impact, recruiting new members and retaining existing members.

You will support the promotion of the council's leisure centres using existing customer data and the latest insights to offer creative, commercially focused, and innovative ideas and solutions.

The role will also support the promotion of the health and wellbeing services; developing plans to target groups and align them to activities and services. You will support the promotion of Haigh Woodland Park, Pennington Flash, the boroughs portfolio of parks and Be Well Outdoors, the council's outdoor adventure locations which includes the residential offer in the Lake District.

Major projects include the launch of a new integrated web presence, app and CRM system which involves collaborative working with internal and external partners.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

### **Mandatory statement**

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## In this job you will

On an ongoing basis you will:

- Work directly with leisure and wellbeing services to provide a proactive marketing service that supports service objectives, delivering campaign plans in line with commercial targets.
- Proactively seek out and exploit opportunities to promote Be Well to new and existing customers
- Support the Be Well Customer service Team in the planning of outreach activity and promotion of outreach activity
- Support the continuous development of the Be Well brand, and identities across leisure ensuring brand identity in all materials are consistent with brand guidelines. This includes the leisure centre refurbishments to ensure a clear brand and consistency across all centres.
- Support the media officer to develop the Be Well social media channels, developing campaign content schedules for leisure centres, with associated assets and key messages to ensure consistency across the brand
- Support the launch of the Be Well Outdoors website to promote the offer to schools, businesses and groups both locally and nationally.
- Support the implement and launch of the new leisure management system and CRM to inform customer journey mapping, automated opportunities, and customer communications.
- Support with events promotion over the next 12-months which include events such as National Play Day, National Fitness Day and the Les Mills new programme launches.
- Support the media officer with marketing activity included in the Digital directorate.
- Work closely with the council's in house design team to produce artwork to support marketing activity
- Provide expert marketing advice to senior council staff, other employees and elected members.
- Support web content creation for the new Be Well website which reflects the Be Well voice.
- Manage and co-ordinate the photographic and video bank including consent forms.
- Be aware of new trends in marketing activity and where appropriate implement for the organisation
- Manage the annual marketing budget for Be Well services
- Lead on national and local campaigns and programmes
- Monitor and review campaigns and provide evaluation reports.
- Be an ambassador for Wigan Council in external forums.
- Coordinate and deliver events internally and externally.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules
- Support with implementation of Be Well email marketing programme including provider selection and integration

## In this job you will need

You must be able to demonstrate the following essential requirements:-

- To be educated to degree level in a relevant discipline or equivalent work experience

- To be highly organised, have political awareness and knowledge of the role of local government or equivalent organisations
- To have effective project management skills and the ability to lead and deliver key programmes of work
- To be able to research, analyse and interpret information for a wider audience
- To be proficient in managing social media
- To have a visionary approach with the ability to be innovative
- To possess strong listening and interpersonal skills
- To have excellent decision making skills and ability to solve problems and come up with innovative solutions
- To be able to demonstrate excellent negotiating and influencing skills
- The ability to produce, edit and publish video and audio files

## Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Team Wigan** behaviours.

**Be Positive... take pride in all that you do**

**Be Accountable... be responsible for making things better**

**Be Courageous... be open to doing things differently**

**Be Kind... be helpful, generous and thoughtful towards yourself and others**

**#TeamWiganDeal**

## Together we will

Deliver Deal 2030, working alongside our communities to make Wigan Borough an amazing and inclusive place to live and work, building a better future.

### We will



Genuinely care for you and your wellbeing.



Champion a culture that inspires you to thrive.



Listen and engage with you to bring your ideas to life.



Celebrate your contribution and support you to reach your goals and aspirations.

### I will



Look after my wellbeing and be kind to myself and others.



Work with others across #TeamWigan to be courageous, innovative and embrace technology.



Share my ideas and be accountable for making things happen.



Own my development and let my passion and positivity shine through.