

Job specification

Job title: Marketing Officer

Service: Public Relations Team

Grade: G8

Reporting to: Marketing and Campaigns Manager

Your job

You will be responsible for a portfolio of services and will deliver a first-class marketing service to achieve corporate objectives and increase awareness of council services.

You will manage and enhance the council's reputation through well planned, well executed and cost effective marketing activity. You will develop and deliver integrated marketing plans and campaigns offering creative and innovative ideas to communicate key messages to target audiences.

You will promote and defend the reputation of the borough by cultivating partnership work with other agencies and you will be a brand guardian and ambassador for Wigan Council.

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.

In this job you will

On an on-going basis you will:

- ◆ Play a key role in enhancing the reputation of the council with the public, improve public confidence and increase use of council services
- ◆ Ensure brand identity in all materials through consistent use of brand guidelines
- ◆ Provide expert marketing advice to senior council staff, other employees and elected members
- ◆ Research new marketing techniques to enable the council to better engage citizens
- ◆ Work with colleagues to develop a more in-depth understanding of our customers
- ◆ Work with colleagues to deliver content, layout, design and production of marketing collateral ensuring quality and appropriate tone
- ◆ Utilise social media to deliver campaigns
- ◆ Utilise and enhance digital communication channels
- ◆ Monitor and review campaigns and provide evaluation reports
- ◆ Be an ambassador for Wigan Council in external forums
- ◆ Coordinate and deliver events internally and externally
- ◆ Develop video content for delivery
- ◆ Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need

You must be able to demonstrate the following essential requirements:

- ◆ A relevant professional or academic qualification or demonstrable experience relevant to the job
- ◆ A proven track record in providing first class marketing service and advice
- ◆ Demonstrable experience of planning, creating and delivering innovative marketing campaigns
- ◆ Demonstrable knowledge and use of digital and social media channels
- ◆ The ability to conduct research for accurate customer intelligence and utilise in the planning and evaluation of campaigns
- ◆ Demonstrable experience of campaign budget planning and budget monitoring
- ◆ Experience of protecting and policing a corporate brand
- ◆ Demonstrable experience of establishing and maintaining positive relationships with a range of stakeholders
- ◆ Excellent communication, negotiation and influencing skills
- ◆ The ability to make decisions and resolve complex problems
- ◆ Strong project management skills
- ◆ Demonstrable experience of planning and delivering events
- ◆ The ability to develop video content in conjunction with the Content Officer

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 **Be 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

Individuals with line management responsibilities are also expected to ...

Inspire... lead by example and help others to see the big picture

Care... show genuine concern for people as individuals and value their contributions

Engage... I connect with others both within and beyond the organisation

Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

The Deal

Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed



Councillor David Molyneux, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed