

## TENDRING DISTRICT COUNCIL

<b>JOB DESCRIPTION</b>
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**Job Title:** Digital Marketing Assistant                      **Post No:** 10001509  
**Department:** Governance - Communications                      **Grade:** 1C - 3  
**Reports to:** Communications Manager

### Main Purpose of the Role

To provide digital communication support to the Communications Team and the wider Governance directorate.

### Principal Activities

- a) Supporting the Communications Manager, in developing and maintaining the council's social media channels.
- b) Maintain and update the council's intranet and website, which will provide local information to visitors to the area.
- c) Assist the Communications Team with campaigns and events.
- d) Review, monitor and analyse online activity across the website, intranet, social media and email.
- e) Email marketing development and techniques.
- f) Provide administration support for the wider Governance directorate, particularly Procurement work, as required.

### Supervision and Responsibilities

- The post holder will communicate with other Services and outside organisations at all levels.
- The work may involve changing rapidly from one task to another during the working day.
- The post holder must work to attain optimum performance in service delivery within their area of responsibility.
- The post holder should seek the advice of their Manager on difficult or contentious decisions.

### Corporate Responsibilities

- Must achieve good performance on relevant performance indicators both local and statutory, and ensure that all employees understand the aims and objectives of the service, and are able to maximise potential and achievement.

- Must ensure that employees can relate their work to the Council's overall corporate strategy and priorities.
- You are required to adhere to the Council's HR and ICT policies, procedures and schemes, including E Mail, Internet, Intranet, IT Monitoring, ICT Security, Records Management and Retention as well as financial and contract regulations, delegated powers, the Data Protection Act and the Freedom of Information Act.
- Must maintain high quality corporate and service standards and best practice as required.

### **Special Conditions**

- You will be required to attend evening meetings, work all reasonable hours to ensure deadlines are met and attend out-of- hour's emergencies in connection with any functions undertaken by the Council.
- Fundamental to the responsibilities of this post is the ability to respond flexibly, positively and successfully to the ever changing pressures which local authorities face, adopting professional techniques and good practice at all times.
- The Health and Safety at Work Act and other associated legislation places responsibilities for Health and Safety for all employees. Therefore, it is the post-holder's responsibility to take reasonable care for the Health, Safety and Welfare of themselves and other employees in accordance with legislation and the Council's Health and Safety Policy. Specific duties are outlined in the Policy.
- You must keep up to date with and implement any changes insofar as they apply to your role be they new or amended legal requirements, internal and external policies or any Council or delegated decisions.

***This job description is a guide to the duties the post holder will be expected to undertake. It is not required to be exhaustive or exclusive and will be changed as working requirements dictate.***

## TENDRING DISTRICT COUNCIL

<b>PERSON SPECIFICATION</b>
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**Job title:** Digital Marketing Assistant

**Post No:** 10001509

### PROFESSIONAL & TECHNICAL DEVELOPMENT

1. An appropriate level 2 professional or vocational qualification (commensurate knowledge gained through experience and personal development will be considered).
2. Digital Marketer Level 3 or equivalent (the successful candidate will be put through an apprenticeship to achieve this if not already held).
3. Proficient in MS-Word, Excel and Outlook (a Level 2 IT qualification would be an ideal way to demonstrate this).
4. Eligible to work in the UK.

### COMPETENCY REQUIREMENTS

*The following competencies will be used in making the initial selection decision:*

#### 6.3 Following Instructions and Procedures

- a. Appropriately follows instructions from others without unnecessarily challenging authority
- b. Follows procedures and policies
- c. Keeps to schedules
- d. Arrives punctually for work and meetings
- e. Demonstrates commitment to the organisation
- f. Complies with legal obligations and safety requirements of the role

#### 2.1 Working with People

- a. Demonstrates an interest in and understanding of others
- b. Adapts to the team and builds team spirit
- c. Recognises and rewards the contribution of others
- d. Listens, consults others and communicates proactively
- e. Supports and cares for others
- f. Develops and openly communicates self-insight such as an awareness of own strengths and weaknesses

#### 3.1 Relating and Networking

- a. Establishes good relationships with customers and staff
- b. Builds wide and effective networks of contacts inside and outside the organisation
- c. Relates well to people at all levels
- d. Manages conflict
- e. Uses humour appropriately to enhance relationships with others

## **6.1 Planning and Organising**

- a. Sets clearly defined objectives
- b. plans activities and projects well in advance and takes account of possible changing circumstances
- c. Manages time effectively
- d. Identifies and organises resources needed to accomplish tasks
- e. Monitors performance against deadlines and milestones.

## **6.2 Delivering Results and Meeting Customer Expectations**

- a. Focuses on customer needs and satisfaction.
- b. Sets high standards for quality and quantity.
- c. Monitors and maintains quality and productivity.
- d. Works in a systematic, methodical and orderly way.
- e. Consistently achieves project goals.

## **5.2 Creating and Innovating**

- a. Produces new ideas, approaches, or insights
- b. Creates innovative processes, products or designs
- c. Produces a range of solutions to problems
- d. Seeks opportunities for organisational improvement
- e. Devises effective change initiatives

*Applicants should note:*

*That the above competencies are part of the Council's Universal Competencies Framework and there will be other competencies relevant to this role which will be used in the on-going appraisal of the person appointed.*

*The successful post holder will be expected to undertake the personal development necessary to fully meet the requirements of the Role Description and Person Specification e.g. gaining a qualification to validate knowledge obtained through experience.*