

# Job Description



<b>Job Title:</b> Events – Media – marketing Co-ordinator	<b>Service Area:</b> Our Newham – Learning & Skills	
<b>Directorate:</b> Community Wealth Building	<b>Post Number:</b> <b>Fusion</b>	<b>Evaluation Number:</b>
<b>Grade: SO2</b>	<b>Date last updated:</b> 15/07/2021	

## **People at the heart of everything we do**

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

## **Equality and diversity**

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

## **Protecting our staff and services**

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

## **Corporate parent**

We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

## **Background**

### **Newham Community Wealth Building**

Newham has launched its Community Wealth Building strategy, underpinned by the principles of economic, social and environmental justice; so that long-term prosperity, wellbeing and fairness for all our residents in the Borough is achieved.

As well as attracting growth and investment into the borough, the Council's Community Wealth Building (CWB) strategy will help unleash the potential of residents, businesses and the voluntary sector because they are the source of wealth and talent that will drive a fairer and more prosperous Newham.

The CWB strategy will help the Council tackle injustices residents face with an unrelenting focus on poverty in the Borough, as well as addressing racial and gendered disparities that exists.

## Overall Purpose of Job

This is a senior post within the **Social Value** team, reporting to the Commercial Contract – Funding & Lead. The post holder is responsible for the development and implementation of the web development, digital marketing and media distribution, for all **19+** study programmes, including generation of enquiries, conversion, and learner recruitment.

The post holder will play a key role in contribution to the development of the future direction of the organisation and will be the main point of expertise on learner experience targeted marketing campaigns, and media distribution, working closely with Learner Liaison Officers as well as Data – Exam Entry officers to analyse trends and learner recruitment patterns, tailoring bespoke web page interaction and digital marketing to service the needs of prospective on-boarding learners.

## Job Summary

Grade:	<b>SO2</b>
Hours of work:	<b>36</b> hours per week <b>FTE</b> (to include some evenings and occasional weekends).
Responsible to:	Commercial Contract – Funding Lead
Responsible for:	Up to <b>2</b> Business Administration Apprentice + <b>2</b> Learner Liaison Officers

## Key Tasks and Accountabilities:

*Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.*

## To undertake all responsibilities listed below:

1. Ensure continuous review and evaluation of delivery to demonstrate impact against KPIs, brand goals and value for money.
2. Commission appropriate research to support improvement planning and market insight.
3. Play a key role as a value team member of the broader cross-service leadership team and for broader cross-service projects to help improve systems, environments and services for our students and staff.
4. Conduct significant scholarly and/or professional practice based projects that make a significant contribution to the organisation and improve student outcomes.
5. Reporting to the Senior Leadership Team, lead the delivery and development of the organisations digital strategy, ensuring it is responsive to the group's strategic vision, KPIs and branding.

6. Lead Apprentices, driving forward performance, knowledge and behaviours aligned to our brand, developing expertise, productivity and extraordinary customer service.
7. Lead on the department delivery across a range of functions to include web development digital marketing campaigns and communications, digital, publications and materials, (to include virtual events), and design services, ensuring that delivery is targeted, timely, high quality and in line with strategic priorities.
8. Ensure appropriate plans, procedures and processes are in place to drive forward and improve delivery across the digital learning and business tool platforms m.
9. Lead the development of the organisations brand identity and website through the delivery of brand assets such as uploading of video content, photography, brand book, in line with brand goals.
10. Web development and continuous improvement of the website – updating pages and driving SEO as well as site activity.
11. Utilise alumni as key USP for our brand and as ‘champions’ for the service.
12. Act as a brand leader for the service, ensuring that the brand values and identity are effectively promoted and communicated across the organisation and Brand Guidelines adhered to.
13. Act as the senior digital link person for cross-service colleagues and external contacts to maximise opportunities for collaboration and to ‘add value’ to delivery.
14. Help raise the profile of digital infrastructure across the organisation.
15. Manage a web-site , ensuring effective planning and review, and value for money delivery.
16. Review and develop the department policies and procedures to ensure that they meet the needs of the organisations and our customers, and promote council values.
17. Pro-actively promote the organisation facilities to generate new business and to maximise income potential.
18. Work closely with the Commercial Contract – Funding Lead to ensure invoices are generated in a timely manner and paid promptly

### **Other Duties**

19. Be committed to Continuous Professional Development (CPD), keeping up-to-date and meeting any annual requirement for CPD and scholarly activity as required.
20. Assist with cross-council staff development as appropriate.
21. Contribute to the effective management and promotion of equality, diversity inclusion.
22. Work in accordance with the Health & Safety at Work Act and the council Safeguarding and Prevent procedures, ensuring the council is a safe environment for staff, students and visitors.
23. Work at all times in accordance with council’s policies and procedures, using them consistently and appropriately in the management of the subject area.

- 24. Carry out such duties as may be required from time to time by the council that are appropriate to the grade of the post
- 25. The post holder may be required to work flexibly across the Learning & Skills service according to the needs of the service.
- 26. The post holder may be required to work evenings, weekends and occasional public holidays, in order to meet service requirements.
- 27. The post holder may be required to work at another site or from home according to the needs of the service.
- 28. The post holder may be required to travel to different Newham-based venues to deliver the service and to attend meetings both within and externally to the Borough.

## Personal Specification



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### IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

### EQUALITY AND DIVERSITY

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### PROTECTING OUR STAFF AND SERVICES

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CRITERIA- Essential	METHOD OF ASSESSMENT
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<p><b>KNOWLEDGE:</b></p> <p>A good understanding of issues and challenges surrounding education and training</p> <p>Strong knowledge of digital marketing techniques</p> <p>Can demonstrate creative approaches to PR and comms delivery</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p><b>EDUCATION/QUALIFICATIONS</b></p> <p>Relevant degree level qualification or qualified by experience</p> <p>Professional qualification in Marketing (CIM) or PR (CIPR) desirable</p>	<p>Application and Interview</p> <p>Application and Interview</p>
<p><b>SKILLS AND ABILITIES:</b> <b>EXPERIENCE:</b></p> <p>Extensive experience managing a team and developing individuals</p> <p>Extensive experience working in a fast paced and responsive environment</p> <p>Experience leading operations to support marketing delivery</p> <p>Experience of branding development and implementation</p> <p>Experience of managing websites and digital platforms</p> <p>Experience of building effective relationships to enhance delivery</p> <p>Experience of budget and resource management</p> <p>Wide portfolio of publication and material examples</p> <p>Extensive customer service / experience management</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p><b>PERSONAL STYLE AND BEHAVIOUR:</b></p> <p>Possess excellent communication skills</p> <p>Possess the ability to positively influence others at all levels</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p>

Effective leadership skills	Application Form/Interview/Test
Excellent writing and proof reading skills with good attention to detail	Application Form/Interview/Test
<b>OTHER SPECIAL REQUIREMENTS:</b>	
Willingness and ability to work flexibility to maintain service delivery.	Application Form/Interview
Willingness to work independently as well as with any relevant stakeholders	Application Form/Interview
Duties undertaken by this post will require the post holder to have a fully enhanced DBS	Application Form/Interview
Understanding of confidentiality issues and how this is observed and maintained	Application Form/Interview
This post is exempt from <b>The Rehabilitation of Offenders Act (1974)</b> .	Application Form/Interview