**Job and Person Profile (JPP)**

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| **Job details** |
| **Job title** | Marketing & Communications Officer |
| **Job Reference** | 17502 |
| **Grade and Salary** | 5 - £33,366 per annum (pro rata if part time)This role includes performance related pay progression |
| **Service and Team** | Economic Development, Suffolk Archives |
| **Location** | The Hold, 131 Fore Street, Ipswich, IP4 1LN – Onsite  |
| **Hours per week** | 37  |
| **Status** | Permanent |
| This role may offer the following flexible working options | * Working part time hours
* Working compressed hours (eg a nine-day fortnight)
* Use of flexitime / time off in lieu
* Hybrid working options, including some home working – expectation of 80% in the office
* Working adjusted core hours (eg starting later and finishing later or other patterns)
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| **About us** |

As a modern and effective council, we understand the importance of being flexible and well-connected in the ways we work. We focus our ambitions on doing what’s right for people, our partners, and our communities - both now and for the future.

That’s why, as one of the largest employers in Suffolk, we believe in empowering everyone. Through career variety and collaborative working, accessible career paths and professional development.

The support and care we offer encourages and enables you to be the best you can be. To make a meaningful impact on the world around you. To achieve a unique sense of pride in what you do, why you do it and where. **Reimagine the possibilities.**

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| **Main purpose of the job** |

* To lead on the development and implementation of the Suffolk Archives (SA) marketing and communications strategy.
* To help raise awareness of Suffolk Archives and build the audience base for the service.
* To effectively market commercial events and activities and help support income generation for the service.

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| **About the team**  |

Suffolk Archives is a friendly, flexible, proactive team that is passionate about sharing Suffolk’s local history and heritage with a wider audience. The Marketing & Communications Officer works across the service and reports to the Head of Suffolk Archives and the Hold. The post is based at The Hold in Ipswich.

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| **What you will be expected to deliver in the role** |

Key responsibilities will include:

* Leading on the development and implementation of the SA marketing and communications strategy.
* Supporting SA staff and volunteers to make effective use of the SA brand across the full marketing and PR mix.
* Leading on copy-writing, production of marketing materials, key publications and marketing-related website content.
* Providing creative, editorial and operational support for key projects and campaigns, including funding and volunteer recruitment campaigns, ensuring all activities, from media to events and publications, are planned and tracked, tailored to audience, use appropriate delivery channels, are on-brand and are evaluated.
* Managing the monthly SA electronic newsletter, including sourcing content and images and using newsletter software (e.g. Mail Chimp) to distribute it. Maintain distribution list ensuring GDPR requirements adhered to.
* Managing the development, maintenance, and moderation of the website.
* Supporting and helping to grow SA’s social media activities.
* Supporting SA presence and input into regular events, such as Suffolk Show.
* Building the profile of SA through local and regional media and through relevant award programmes.
* Managing relationships with suppliers, such as Council Advertising.
* Producing relevant evaluation reports and performance data.

Although this list provides examples of what you will be doing it’s not intended to be exhaustive, and you will have personal objectives linked to our People Plans and Strategies that will be discussed and agreed with your line manager when you start.

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| **Person Profile – what you will bring to the team** |

**Qualifications and Professional Memberships**

1. Level 5 in a related field such as media studies or journalism, or equivalent knowledge and experience in a relevant area.

**Values and personal qualities**

1. Demonstrate a passion for making a positive difference for Suffolk.
2. Share our [WE ASPIRE](https://www.careers.suffolk.gov.uk/home/about/our-values) Values and strives to lead by example in relation to these.
3. A strong commitment to fairness and Equality, Diversity and Inclusion (EDI).
4. Strive to continuously improve in everything you do, taking the initiative to learn and develop.
5. Strong commitment to public service, high standards of integrity, honesty and sensitivity.
6. Bring creativity into your work through innovation and openness to change.
7. Collaborate well with others and offer assistance and support to colleagues.

**Specialist knowledge skills and experience**

1. Proven track record in marcomms planning, stakeholder and staff management and cross-departmental collaboration to achieve excellence in marketing and communications.
2. Project management experience and ability to work simultaneously on numerous different projects with competing deadlines
3. Experience of creating digital content, including images, videos, and text, and online communication, including direct interaction with audiences promoting social media e.g. Facebook, Twitter, LinkedIn, YouTube and Instagram.
4. Experience of using website content management systems (CMS).
5. Knowledge and experience of Adobe Photoshop, Adobe Acrobat, InDesign (or similar design software).
6. Experience and knowledge of Search Engine Optimisation (SEO).
7. Use of Google Analytics or other website tracking
8. Experience of producing press releases, articles, newsletters or presentations.
9. Excellent copywriting and proofing skills across all media channels.
10. Excellent diplomatic, interpersonal and communication skills – to effectively manage relationships with a wide range of partners.
11. Ability to develop strong working relationships with colleagues across SA, Suffolk County Council and University of Suffolk staff, community groups, and media agencies.
12. Presentation skills including public speaking.
13. Negotiation and persuasion skills in dealing with senior managers, staff, volunteers and potential funders (where appropriate).

**Additional requirements**

1. Willingness to work occasional weekends and evenings

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| **Travel requirements** |

On occasions there may be a requirement for you to travel using reasonable and suitable means available to you.

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| **Our values – WE ASPIRE** |



At Suffolk County Council our WE ASPIRE values set out the behaviours we expect from everyone in the organisation regardless of who they are, what their role or grade is or where they work. The values have been developed through feedback and input from employees at the council and underpin how we go about our everyday work. They define us and help us to be the best we can be. Visit our [**careers pages**](https://eoce.fa.em3.oraclecloud.com/hcmUI/CandidateExperience/en/sites/CX_3001/pages/11002) for more information on our WE ASPIRE values.

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| **Our Customer Commitment** |



In addition to our WE ASPIRE values, we also have a **Customer Commitment** which sets out a number of strong principles that help support high standards of customer service and care that we can all endeavour to consistently demonstrate. For more information, view our [**Customer Commitment poster.**](https://sccrecruit.blob.core.windows.net/assets/SCC/Other-Docs/17.06.2020_%20CUSTOMER_COMMITMENT_POSTER.pdf)

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| **More information for recruitment applicants** |

We offer a fantastic working environment including diverse and active staff networks,

great flexible working options and many benefits, as well as the opportunity to improve the lives of Suffolk residents.

Visit the [**Suffolk County Council career website**](https://eoce.fa.em3.oraclecloud.com/hcmUI/CandidateExperience/en/sites/CX_3001/pages/11002) to learn more, including information about adjustments to recruitment processes, our interview schemes and other commitments to equality, diversity and inclusion.