



<b>Job title:</b>	Marketing Officer (Digital) - Maternity Cover	<b>Line manager title:</b>	Marketing Manager
<b>Operating Company/ Department</b>	Active Lancashire	<b>Location:</b>	Lancashire Business Park (including remote working from home)

<b>Date:</b>	June 2021	<b>LEVEL/Grade/Scale Point:</b>	NJC 19-22	<b>Salary Band:</b>	£25,481 - £27,041 pro rata
<b>Term of Employment:</b>	14 months 22.2 hours (3 Days) per week - or hours worked flexibly across the week (to be negotiated)	<b>Employment Benefits:</b>	25 days Annual leave (FTE) in addition to Bank Hols and discretionary Christmas Leave. Access to the Local Government Pension Scheme. Casual Car User Allowance. Cycle to Work Scheme Child Care Vouchers	<b>Other Info:</b>	Part Funded by European Social Fund

### Job purpose:

Reporting to the Marketing Manager, this role will be the lead specialist officer for Digital Marketing in line with Active Lancashire’s Marketing Strategy and identify new opportunities in digital outreach with the overall aim of growing the audience of Active Lancashire’s digital platforms.

### Key accountabilities:

- Digital Marketing - to act as specialist lead officer for Digital Marketing**
- Manage technical aspects of the website, social media channels, CRM System and Online Partner Portal.
  - Manage content planning and impact reporting of the Active Lancashire brand and programmes. Analyse the success of this content according to performance indicators.
  - Identify new opportunities in digital outreach that will contribute to raising the profile of Active Lancashire and growing the audience of our digital platforms.

### Measures:

- Digital Marketing**
- Successful delivery of the Digital KPI’s in the Active Lancashire Marketing Strategy.
  - Active Lancashire’s Digital Platforms are fit for purpose and staying abreast of new technologies and developments.
  - Increased awareness of local and national campaigns
  - Increased and improved relationships with partners and the general public.



- Develop and optimise digital and social media outputs, including text, images, video and audio to reach wide-ranging target audiences, including content that is part of larger campaigns that require coordination with other team members.
- Spot trends and advise on best social media content and new technologies.

**Other**

To represent the values, culture and aspirations of Active Lancashire through all duties, as to enthuse our partners and customers that continually projects our commitment to sport and physical activity, customer satisfaction and equality.

To represent the Partnership on County and Regional Groups and Forums as required.

- Partners report good levels of communication from Active Lancashire as measured in the annual Active Partnership's Satisfaction Survey.
- Use analytic tools to report on social media and web performance.

**Dimensions impacted by job (including number of people managed, turnover and budgets expressed in £ p.a.)**

Achievement of targets and outputs within allocated project budgets (As stated in the Marketing Strategy and Active Lancashire Strategy).

**ESSENTIAL CRITERIA - Qualifications, skills and experience required in the role** (these criteria will be used to assess applicants suitability for this post as part of the shortlisting process. Please address each of these essential criteria in your application).



**Essential Qualifications and Training:**

- Degree qualification (or equivalent experience) in Marketing or related subject.
- Evidence of technical training in Digital Communications (e.g. Website, Social Media, CRM Systems).

**Essential Knowledge and Experience:**

- Experience of working on a website and content management.
- An understanding of Customer Relationship Management (CRM) or other digital platforms and their use in a business setting.
- Experience of developing effective and high quality digital communications channels (including website, Social Media) with a keen eye for design.

**Essential Key skills:**

- Exceptional communication skills, both written and verbal with the ability to write for different audiences and purposes.
- Evidence of a high level of interpersonal skills and professional insight which can be applied to a variety of situations.
- Ability to enthuse, motivate and build strong, sustainable relationships with partners and customers.
- Ability to represent the organisation effectively at a strategic level to the satisfaction of Chief Officers and partners.
- Ability to meet agreed personal and team targets and deadlines.
- Ability to work unsupervised.
- Ability to effectively lead and support teams and individual members of staff to achieve identified targets and outcomes.

To promote partnership, organisational and team cohesion to create added value.

**Desirable Criteria - Qualifications, skills and experience desired for the role** (these criteria will be used as part of the interview process to assess applicants suitability for this post as part of the shortlisting process).

**Desirable - Qualifications and Training:**

- Professional Marketing qualification (CIM or equivalent)

**Core behaviours:**

**Key interfaces (internal and external) and reasons (e.g. inform, negotiate)**



- To represent the organisations values through work practice and leadership. Values:- Working Together/ Everyone Counts/ Forward Thinking/ Influencing Change/ Passion/ People First

Active Lancashire team (internal), Partners and key stakeholders, Web Support Specialists, Other APs (support, inform, negotiate, lead).

Team meetings, project group meetings, task and finish groups (support, inform, lead and share best practice).

### The operating environment and context of the job:

This role will be Maternity Cover acting as the lead specialist officer for Digital Marketing in line with Active Lancashire’s Marketing Strategy and identify new opportunities in digital outreach with the overall aim of growing the audience of Active Lancashire’s digital platforms.

### Governing body/legal requirements:

Knowledge of ESIF Branding and Publicity Requirements  
GDPR Law

<b>Chief Exec/Senior Manager approval:</b>	<b>Name:</b>	<b>Signature:</b>	<b>Date:</b>
<b>Agreed by job holder:</b>	<b>Name:</b>	<b>Signature:</b>	<b>Date:</b>