

Job Description

Job title	Communications Account Executive
Directorate	BUSINESS: Business Support Department
Team	Communications
Grade	Range 3
Reports to	Marketing Manager

Main purpose of the job:

To work on cross-discipline, primarily external communications and marketing projects, with a focus on digital marketing. To produce campaign deliverables in line with the agreed plan. To work as part of a cross-disciplinary project team. To liaise with internal and external clients and stakeholders.

Accountabilities and outcomes:

Support the Marketing and Communications Managers in delivering activities for corporate and service marketing campaigns. This could include a range of activities such as maintaining communications plans, drafting copy, briefing and liaising with designers, liaising with the media team, media buying, execution of social media and analysis of the results and use of other digital communications tools such as uploading content to the digital totem ensuring it is kept up to date.

Responsible for the timely and accurate publication of public notices to fulfil a statutory requirement. This includes working with service managers, liaising with the design team as well as official media outlets. To be the first point of contact to resolve any issues which arise with regards to public notices.

With direction, write content for our target audiences via a number of digital communications channels including emails and the council's quarterly magazine, Medway Matters. As well as supporting the Marketing Manager with the production of the council's What's On publication, liaising with council departments to secure information and content to very tight deadlines.

Ensure the Visit Medway website is kept relevant and up to date by writing copy, managing website updates through use of a CMS, support with SEO optimisation and where needed work with council teams and external agencies on larger updates.

Act as a brand ambassador for the council, ensuring it's values, tone of voice and branding are used consistently and accurately across all our communications activities. Advise staff on branding where necessary.

Support the development of a digital-first approach across council services, reviewing opportunities to develop new channels, including helping to improve existing social media accounts and helping to promote our website.

Occasionally take on some marketing management responsibilities where required, to include attending meetings with clients, liaising with designers, digital and press teams, as well as drafting design briefs. As well as supporting the team in evaluating the impact of all the work done by the team to demonstrate ROI by gathering and collating data.

Stay up-to-date with developments in the world of digital communications and make recommendations to the Communications Team on the potential for new communications platforms.

Effective liaison on a regular basis with other members of the team involved in campaign delivery to keep projects on track.

Support the team in ad hoc projects.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Organisation:

This role reports to the: Marketing and Communications Manager

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

Hybrid working – a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

Studied to A Levels or equivalent and/or completed or working towards a relevant qualification.

Level B (in addition)

At least one year relevant working experience within a marketing team.

Level C (in addition)

Marketing undergraduate or relevant undergraduate degree, or CIM qualification. And/or 2+ years relevant experience within a marketing team.

Knowledge

Level A

Basic understanding of GDPR and what is required from a marketing point of view.

A basic understanding of different social media channels and a need to learn how to analyse the results.

Knowledge of different marketing techniques such as social media print and OOH to create successful campaigns.

Level B (in addition)

A deep understanding of different social media channels and a need to learn how to analyse the results.

A basic knowledge of the whole organisation's ways of working.

Basic understanding of GDPR within marketing and starting to challenge others where needed eg photo consent forms.

Developing knowledge of technology systems such as Gov Delivery, Google analytics and Orlo.

Level C (in addition)

A developed knowledge of the organisation's ways of working.

A basic understanding of government policies and initiatives.

An introductory understanding of marketing budgets and how they are allocated and best spent.

A good working knowledge of technology systems such as Gov Delivery, Google analytics and Orlo.

Starting to understand certain ethical standards to aid with responsible marketing practises.

Knowledge of ways to successfully promote services across the council.

Experience

Level A

Low-level experience of using social media channels.

Low-level experience of digital communications and how to apply them to promotional work.

Low-level experience of marketing techniques and when to utilise which methods.

A good level of written and oral skills for both on and offline demonstrated through relevant experience.

Level B (in addition)

A good level of experience of using a range of offline and online communications tools in the delivery of communications campaigns/projects.

Solid experience and understanding of social media channels, tools and techniques to reach target audiences effectively.

Starting to evaluate campaigns and projects.



Gaining experience of client / account and stakeholder management.

Starting to gain experience of writing for different audiences such as families, younger, older, vulnerable etc

Level C (in addition)

Starting to gain experience of using research and evidence to underpin communications activities.

Experience of successful client / account and stakeholder management.

Good level of experience of writing for different audiences such as families, younger, older, vulnerable etc

Skills

Level A

Proficient in the use of Microsoft Word, Excel and Outlook

Good verbal communication and ability to build and maintain good relationships with internal and external clients.

Good copywriting skills for printed, media and online materials.

Good verbal communication skills for both internal and external partners.

Demonstratable ability to use written and oral communication skills to present varied information in an understandable way to a range of audiences including other staff and customers.

Ability to prioritise and handle multiple jobs simultaneously while assisting the marketing team and doing own jobs.

Level B (in addition)

Successfully engaging copywriting skills for off and online media.

Brilliant generator of ideas to help reach target audiences to meet campaign objectives.

Developing digital media skills.

Ability to work independently to work within set marketing processes.

Starting to demonstrate the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands.

Level C (in addition)

Ability to complete a range of complex tasks such as report writing, presentations, detailed assessments and calculations.

Excellent verbal communication and ability to build and maintain good relationships with internal and external clients.

Ability to shoot and create video and photographic footage for use in campaigns/projects/social media.

Demonstrable ability to solve varied problems or develop solutions or plans over the short term.

Demonstrates the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands.

Demonstrable ability to work within an agreed budget.