

**JOB DESCRIPTION AND PERSON SPECIFICATION**

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| POST TITLE: | **Marketing and Communications Coordinator** |
| POST NUMBER: | CDS/MC |
| POST GRADE: | £25,008 - £28,950 |
| RESPONSIBLE TO: | Managing Director |
| LOCATION: | Your normal place of work will be at the registered County Durham Sport office – Sjovoll Centre, Front Street, Pity Me, Durham, DH1 5BZ, but you may be required to travel throughout the county and region |

**RELEVANT TO THIS POST:**

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| CONTRACT DURATION: | The post is fixed term (2 years), subject to review and continuation of funding |
| DBS CHECK REQUIRED: | This post is subject to DBS check |

**PURPOSE**

To deliver all aspects of marketing and communications for the organisation - promoting, establishing and raising the profile of the Charity at a local and, where applicable, national level.

Deliver high quality work across social media, print, digital marketing and events.

Develop and implement the organisations strategic and operational marketing plans.

Influence and lead marketing campaigns.

**MAIN DUTIES AND RESPONSIBILITIES**

**Programme Management and Delivery**

1. Produce and deliver the organisations strategic marketing and communications plan.
2. Manage the day-to-day operational marketing functions.
3. Plan and manage social media activity.
4. Produce high quality and creative external communications content for social media, web and press, ensuring best value for money.
5. Maintain and develop the Charity’s websites, ensuring all information remains up-to-date and accurate. Work with internal colleagues to regularly add relevant content and remove expired content.
6. Localise and amplify National campaigns and messages to inspire the local population and specific target groups to be active.
7. Establish and develop relationships with media contacts and ensure that the organisation has a strong and positive presence, locally and, when required, nationally.
8. Advise, direct and support the team to develop marketing and communication campaigns and material, ensuring that brand guidelines, corporate style and tone are adhered to. Ensuring that marcomms plans are embedded into programme delivery.
9. Raise partner awareness and understanding of “what works” locally, to help inform future policy and delivery, by synthesising and communicating learning, insight and evidence (e.g. through case studies, reports, analysis of consultation etc).
10. Develop a strong working relationship with the Active Partnership network
11. Effectively communicate insight-led recommendations to a wide range of partners and stakeholders in order to influence social change.
12. Influence, advise and upskill the internal staff team and partners on how to best promote provision, understanding the needs of specific populations.
13. Establish and maintain excellent working partnership networks and relationships with partners.
14. Use market segmentation and audience analysis to understand audiences and deliver successful targeted marketing initiatives / campaigns.
15. Prepare and issue audience specific electronic newsletters by working closely with internal colleagues to identify and prepare relevant content.
16. Liaise with other officers to ensure the effective internal and external promotion and communication of programmes and interventions.
17. Keep up to date with the latest marketing and communication trends and initiatives and seek to identfy opportunities to introduce these into existing working practices.
18. Design and produce graphics.
19. Lead on the marketing of events.
20. Provide the analysis of marketing activity, contributing to the organisations reporting on impact, quality and engagement and determine effectiveness of marketing channels.
21. Ensure media protocols are followed and provide reactive response to enquiries from members of the public, partners and media as required and occasionally out of hours.
22. Work with a customer centric / focused approach.
23. Represent and promote the work of the organisation, acting as an external advocate and raise the profile of the organisation.
24. Work with Line Manager to ensure that programme budgets and targets are set and met.
25. Set and managed your own work programme including KPIs

**Other**

1. Provide support as a general team member in relation to the delivery of CDS events, activities and other projects as required including transporting equipment when necessary.
2. Contribute to the organisations overall insight, safeguarding, equalities and continuous improvement work in line with the Active Partnerships business plan and targets.
3. Undertake any other duties inline with the grade and general duties of the post.
4. Ensure that all work is carried out in accordance with the organisations policies and procedures.

**PERSON SPECIFICATION**

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| POST NUMBER: | CDS/MC |

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|  | Essential | Desirable | Assess |
| **QUALIFICATIONS** |  |  | Application & Interview |
| Qualified to degree level or equivalent qualification in marketing or relevant experience in a similar role (5 years) |  |  |  |
| Completed a recognised vocational qualification (e.g. CIM/CIPR) in Marketing, Communications or PR |  |  |  |
| Completed a recognised qualification in sport / sport management |  |  |  |
| Commitment to continuous personal and professional development |  |  |  |
| **EXPERIENCE** |  |  | Application & Interview |
| A track record of producing and implementing plans and strategies |  |  |  |
| Experience of embedding marketing and communication plans into an organisation and/or programmes |  |  |  |
| Demonstrable experience of producing content (for social media, web, press etc.) |  |  |  |
| Strong understanding of social networking platforms, including Facebook, Twitter, LinkedIn, Instagram and other forms of social media |  |  |  |
| Experience of social media analytics and monitoring tools to measure and evaluate success |  |  |  |
| Experience and ability to effectively develop professional relationships including influencing and advising |  |  |  |
| In depth knowledge of marketing, including brand development, segmentation, research and audience development |  |  |  |
| **KNOWLEDGE AND SKILLS** |  |  | Application & Interview |
| Excellent written and verbal communication skills and ability to communicate with a wide range of audiences, including B2B and B2C |  |  |  |
| Strong presentation skills |  |  |  |
| Ability to demonstrate creativity |  |  |  |
| Confident and capable in the use of ICT systems and software |  |  |  |
| Evidence of excellent planning, organisational, project management, monitoring and reporting skills |  |  |  |
| Work with a customer focused approach |  |  |  |
| **PERSONAL ATTRIBUTES** |  |  | Application & Interview |
| Ability to work independently and on own initiative effectively |  |  |  |
| Ability to work as part of a small or multi-partner teams effectively |  |  |  |
| A positive, highly motivated, flexible and “can do” attitude |  |  |  |
| Ability to prioritise workload and work to tight deadlines effectively |  |  |  |
| Ability to manage and co-ordinate a variety of tasks at one time |  |  |  |
| A demonstrable and firm commitment to the aims, values and policies and procedures of County Durham Sport |  |  |  |
| **OTHER** |  |  | Interview |
| Guaranteed, reliable access to a suitable vehicle and appropriate insurance |  |  |  |
| Will be occasionally required to work outside of office hours |  |  |  |