

**JOB DESCRIPTION AND PERSON SPECIFICATION**

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| POST TITLE: | **Marketing and Communications Intern** |
| POST GRADE: | £18,500 |
| 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 (12 months) |
| WORKING PATTERN: | Full-time, flexible working arrangements |
| DBS CHECK REQUIRED: | This post is subject to DBS check |
| ACCEPTABLE DEGREE SUBJECTS (OPTIONAL): | Business, Marketing |

**PURPOSE**

To deliver aspects of marketing and communications for the organisation - promoting, establishing and raising the profile of specific ‘programmes’ for the Charity.

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

**MAIN DUTIES AND RESPONSIBILITIES**

**Programme Management and Delivery:**

1. Develop marketing and communications plan.
2. Plan the day-to-day operational marketing functions.
3. Plan and coordinate social media activity.
4. Produce high quality and creative external communications content for social media, web and press, ensuring best value for money.
5. Ensure effective interacation with public/partners via social media channels.
6. Maintain and develop the Charity’s website for specific ‘programmes’, ensuring all information remains up-to-date and accurate. Work with internal colleagues to regularly add relevant content and remove expired content.
7. Localise and amplify National campaigns and messages to inspire the local population and specific target groups to be active.
8. Prepare case studies/good news stories for both social media, press and website.
9. Establish and develop relationships with media contacts and ensure that the organisation has a strong and positive presence, locally and, when required, nationally.
10. 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.
11. Influence, advise and upskill the internal staff team and partners on how to best promote provision, understanding the needs of specific populations.
12. Support and work as part of, a partnership communication working group for specific ‘programme-based work’.
13. Use market segmentation and audience analysis to understand audiences and deliver successful targeted marketing initiatives / campaigns.
14. Prepare and issue audience specific electronic newsletters by working closely with internal colleagues to identify and prepare relevant content.
15. Liaise with other officers to ensure the effective internal and external promotion and communication of programmes and interventions.
16. 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.
17. Design and produce graphics.
18. Provide the analysis of marketing activity, contributing to the organisations reporting on impact, quality and engagement and determine effectiveness of marketing channels.
19. 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.
20. Work with a customer centric / focused approach.
21. Represent and promote the work of the organisation, acting as an external advocate and raise the profile of the organisation.

**Other**

1. Provide support as a general team member in relation to the delivery of CDS events, activities and other projects.
2. Undertake any other duties inline with the grade and general duties of the post.
3. Ensure that all work is carried out in accordance with the organisations policies and procedures.

**PERSON SPECIFICATION**

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| POST TITLE: | **Marketing and Communications Intern** | |
| **Essential:**   * In depth knowledge of marketing, including brand development, segmentation, research and audience development * Strong understanding of social networking platforms, including Facebook, Twitter, LinkedIn, Instagram and other forms of social media * Ability to effectively develop professional relationships * 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 * Evidence of excellent planning, organisational, monitoring and reporting skills * Work with a customer focused approach * Ability to work independently and on own initiative effectively and as part of a small team * A positive, highly motivated, flexible and “can do” attitude * Ability to prioritise workload and work to tight deadlines effectively * Will be occasionally required to work outside of office hours | |
| **Desirable:**   * Experience of embedding marketing and communication plans into an organisation and / or programmes * Knowledge of social media analytics and monitoring tools to measure and evaluate success | |