

## JOB DESCRIPTION & PERSON SPECIFICATION

Issue Date: November 2022

### DETAILS OF POST

<b>Job Title:</b>	Digital Marketing & Admin Officer
<b>Department:</b>	Venues
<b>Current Salary FTE:</b>	£25,409 - £26,845 per annum
<b>Scale Point / NJC Scale:</b>	14 -17
<b>Hours of work:</b>	37 hours per week Monday – Thursday 08:00-16:00; Friday 08:00 -15:30;
<b>Status:</b>	Permanent Contract
<b>Responsible to:</b>	Civic Manager
<b>Based:</b>	Trowbridge Town Council, The Civic Centre, St. Stephen's Place Trowbridge, BA14 8AH

### Contacts:

The post holder should expect to have contact with:

- Town Council Councillors and employees
- Members of the public
- Education officers and school staff
- Community organisations and their representatives
- Suppliers
- Other Council service users

## JOB PURPOSE

### **The main purpose of the role is to:**

to create and maintain a strong online presence for The Civic with the ultimate goal of increasing web traffic and customer engagement to grow ticket sales and event attendance.

### **What are we looking for?**

We are looking for a determined and outgoing **Digital Marketing and Admin Officer** to join our team at the Civic. You will be a creative, tech-savvy professional with ability to develop and deliver marketing strategies through creative and eye-catching promotions and activities across our social media platforms.

## MAIN DUTIES & RESPONSIBILITIES

### **Digital Marketing Responsibilities:**

- Develop original content and suggest creative ways to increase our brand awareness and promote events.
- Create and maintain The Civic's website ensuring information is up-to-date, relevant and interesting to potential visitors
- Design posts to sustain readers' curiosity and create a buzz around new events and activities
- Research audience preferences and discover current trends
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Report on online reviews and feedback from customers and clients
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout and effectiveness
- Suggest new ways to attract prospective customers, like promotions and competitions
- You will be required to assist at some events, to better understand the programme of events you are promoting and effectively promote The Civic

### **Administration Responsibilities:**

This role is to support the Civic Manager in all areas of administration to include, but not be limited to:

- Process ticketing and seating charts
- Liaise and account to promoters with settlement figures and invoicing
- Supporting the Civic manager on tasks as required

## PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>• A Levels or equivalent Level 3 qualification.</li> </ul>	<ul style="list-style-type: none"> <li>• A degree in marketing, english or a related subject</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Creating content for a variety of social media platforms</li> <li>• Ability to use Elementor (Wordpress)</li> <li>• Experience of digital marketing</li> <li>• Confident IT user</li> <li>• Proven ability to drive web traffic to increase commercial sales</li> <li>• Good level of competence with Microsoft Office</li> <li>• Able to work effectively with minimal management guidance or supervision</li> <li>• Able to work under pressure to meet targets</li> <li>• Planning own work and being highly organised</li> </ul>	<ul style="list-style-type: none"> <li>• Good understanding of Google Analytics</li> <li>• Working knowledge of design software</li> <li>• Local Government</li> </ul>
<b>Skills &amp; Aptitude</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills</li> <li>• Good attention to detail</li> <li>• Good problem solving ability</li> <li>• Self-motivated and enthusiastic</li> <li>• Shows initiative</li> <li>• Able to respond effectively to changing priorities</li> <li>• Excellent interpersonal skills with a 'can do' attitude</li> </ul>	<ul style="list-style-type: none"> <li>• Highly organised</li> <li>• Self-starter</li> <li>• Flexible approach to working</li> <li>• Good team worker</li> <li>• Willingness to learn</li> </ul>

## BENEFITS OF WORKING FOR TROWBRIDGE TOWN COUNCIL

### Career Development:

- A wide range of training and development opportunities

### Financial Wellbeing:

- **LGPS Pension Scheme** is a defined pension that keeps pace with any cost of living increase. Your monthly pension contributions are boosted by tax relief and additional employer contributions. Based on your income, Trowbridge Town Council currently contributes 18.7% into the defined benefit scheme.
- Access to **AVC** (Additional Voluntary Contributions) savings schemes with **Prudential**. Any payments you make are deducted from your salary with full tax relief.

### Health & Wellbeing:

- Generous **Holiday Allowance** (23\* days plus bank holidays and two additional local days\*\*), with option to buy extra days.
- Access to **Employee Assistance Programme** counselling service for you and your family
- **Health & Wellbeing Cashplan** – financial assistance for dental or medical issues.

### Staff Discounts:

- Retailer discounts with **My Staff Shop** offering access to thousands of deals, savings and benefits to a range of online and retail discounts for a range of everyday expenses from groceries to holidays and fitness.
- 50% discount on **Active Trowbridge** holiday clubs and activities

### Flexible Working:

- Opportunity to apply for flexible working on completion of probationary period

\* *subject to completion of probationary period*

\*\* *currently 22 days per year. Increases to 23 day per year from 1<sup>st</sup> April 2023*

## GENERAL INFORMATION FOR ALL POSTS

The post holder will, on occasions, be expected to:

- abide by the Town Council's Policies and Procedures
- participate in the Town Council's annual performance reviews
- undertake any other reasonable duties that the Town Council may ask of you.

The aim of this job description is to show the general purpose and level of responsibility of the post; it sets out the main duties of the post as at the date of issue. Due to the changing nature of the business, such duties may vary and develop from time to time without changing the general nature of the post or level of responsibility. Such variations are a common occurrence and would not, of themselves, justify the revaluation of a post.

### **Confidentiality**

The post holder is required to work in a confidential and professional manner and to uphold the good reputation of the Town Council

### **Data**

To see how we handle and store your data please view our privacy notice  
<https://www.trowbridge.gov.uk/your-council/privacy/>

### **Training**

All employees may be expected to undertake additional training and development courses identified as a requirement for furtherance of the position or to support the post holder in their role

### **Equal Opportunities**

All employees have a responsibility to understand and abide by the obligations laid down by Trowbridge Town Council's Equal Opportunities Policy

### **Health and Safety**

- Act responsibly in managing your own health and safety and that of anybody else who may be affected by your acts or omissions
- Act responsibly showing regard for the environment at all times and adhere to the Council's Policy
- Work responsibly to ensure that, on a day to day basis, work is conducted within the framework of all local and legislative health, safety, environmental and welfare guidelines and policy

### **Safeguarding**

***Trowbridge Town Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We expect all staff and volunteers to share this commitment. Some roles will be subject to a full disclosure and barring service check before confirmation of appointment.***