

## JOB DESCRIPTION

**SECTION:** Community Led Local Development

**JOB TITLE:** Marketing Coordinator

**RESPONSIBLE TO:** Programme Manager

### KEY RELATIONSHIPS:

**Internal:** CLLD Programme Manager; CLLD Area Coordinators; CLLD Area Facilitators; CLLD Administration Apprentice; CLLD Administrator; Head of Corporate Services; Head of Development Service; Partnership and Fund Services staff and members of other Cornwall Development Company teams

**External:** CLLD LAG Members; private sector, community group and public sector project applicants; CLLD Managing Authority staff; Members Officers, staff and support staff within Cornwall Council, Partner Organisations, suppliers and stakeholders

### MAIN PURPOSE OF THE JOB:

To support the Programme Manager to deliver a communications strategy that maximises the reach and take-up of the CLLD Programme through the deployment of a range of communications techniques and effective engagement of partners and stakeholders.

### KEY TASKS:

#### Service delivery

- Create the overall Programme marketing and communications strategy including LAG specific activity
- Create the brand personality including tone of voice, brand essence, style and archetype
- Create relevant and engaging regular email marketing communication to clients and stakeholders
- Generate and produce up to date, relevant and appealing content for the website, PR, print and social media using targeted distribution approaches when required
- Draft, review and edit content on CLLD website to ensure it remains engaging, accurate and timely.
- Develop PR content and liaise with digital and print media to promote case studies, good news stories and significant news announcements. We require at least one piece of positive coverage a month and ongoing general coverage through business case studies/news stories.
- Optimise the use of key influencers, stakeholders, beneficiaries and staff in campaigns.
- Develop campaign content that is varied, relevant for different audiences and regularly distributed/made available to raise the profile of CLLD.
- Comply with EU regulations regarding publicity and communications (including the use of the ERDF logo) with EU eligibility and procurement rules

- Ensure that the ERDF cross cutting themes of Equality & Diversity and Sustainability are delivered and promoted

### **Relationship management**

- Build and maintain relationships with customers, clients, contractors and other key stakeholders to deliver service requirements, promote the company and share knowledge
- Be the point of contact for external communications enquiries, interpreting and dealing with or passing on queries to team members
- Develop and maintain an accurate database of partner, stakeholder and media contacts
- Liaise with external suppliers on the design and production of marketing collateral and organisation and delivery of events

### **Service development**

- Review effectiveness of approaches taken using software analytics, and apply findings to future campaigns
- Research marketing and advertising opportunities and propose approaches to the Programme Manager
- Develop administrative and technical processes that support delivery of the communication function
- Develop proactive PR and communications initiatives across each LAG

### **Technical**

- Utilise technical knowledge of communications techniques and channels including social media, web editing and Adobe Creative Suite to deliver communication objectives

### **Performance reporting & management**

- Contribute to the production of accurate and timely performance management reporting
- Implement established financial information and claims processes in relation to the communication function
- Collate reports and evidence of communications outputs and outcomes
- Create and/or maintain all internal communications files and data in accordance with EU funding and other audit and regulatory requirements and company practices
- Monitor and utilise administrative systems to ensure all internal requirements are met

### **Resource management**

- Ensure appropriate project records are maintained

### **KEY RESULT AREAS:**

- Development and implementation of the Programme Marketing Strategy
- Provision of high quality, regular, EU compliant communications
- Provision of appealing and engaging content development
- Analytical approach employed to develop further activity
- Effective liaison with partners, stakeholders and suppliers
- Adherence to corporate systems and procedures

**PERSONAL & TEAM RESPONSIBILITIES:**

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company's culture, values and behaviours:
  - achieving excellence
  - valuing ourselves and others
  - showing personal leadership
  - being passionate about what we do
  - committed to a low carbon future for all
- Take responsibility for own self-development on a continuous basis.
- Participate actively and positively in the effective matrix management of activities across the Directorate
- Display strong customer and commercial focus towards the delivery of all commissioned work, supporting the identification and securing of additional funding or contract opportunities
- Carry out responsibilities with due regard to GDPR and current GDPR policy
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Environmental Policy
- Work at all times within the code of the Health & Safety Act

*This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.*

*Good communication and organisation skills as well as self-motivation and self-confidence will remain essential qualities to fulfil this role.*

*In addition to fulfilling this specific role, you may occasionally be required to make your abilities available to help meet related business needs of the Company in your own or other departments. This would only be required if authorised by your Manager and subject to confirmation that precedence is given to your normal duties*

**Date Last Reviewed:** November 2018  
**Approved by Manager:** Judith Hann  
**Agreed with Post Holder:**  
**Date Personnel Informed:**

## PERSON SPECIFICATION

**SECTION:** Community Led Local Development  
**POST TITLE:** Marketing Coordinator

### EXPERIENCE

Essential	Desirable	How identified
<ul style="list-style-type: none"> <li>• Experience of creating and implementing marketing strategies</li> <li>• Experience of creating effective marketing materials in a range of media</li> <li>• Experience of running digital media campaigns through Facebook / Twitter</li> <li>• Experience of working in a team environment and independently</li> <li>• Experience of working in a role with administration and communications</li> <li>• Experience of event organisation</li> <li>• Experience in marketing to a variety of audiences</li> <li>• Experience of developing and sustaining effective relationships with partners, stakeholders and internal colleagues / customers</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with external suppliers</li> <li>• Understanding of a ERDF and ESF projects</li> <li>• Experience of dealing with media contacts</li> <li>• Experience in brand development</li> <li>• Experience in website content management</li> </ul>	<ul style="list-style-type: none"> <li>• Application form/CV</li> <li>• Interview</li> <li>• References</li> </ul>

### EDUCATION & TRAINING

Essential	Desirable	How identified
<ul style="list-style-type: none"> <li>• A levels, NVQ3 or equivalent or significant experience in a marketing role</li> </ul>	<ul style="list-style-type: none"> <li>• Training or certification in use of relevant design packages, web editing and/or digital marketing techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Certification</li> <li>• Application form</li> </ul>

**BEHAVIOURS**

Essential	Desirable	How identified
<ul style="list-style-type: none"> <li>• Ability to work on own initiative and as member of a team</li> <li>• Confident in dealing with a range of people and situations at all levels within the Company and at community level</li> <li>• Appropriate regard to confidential Company or Service information</li> <li>• Enthusiastic and positive approach</li> <li>• Ability to liaise with multi-disciplinary teams</li> <li>• Ability to work in a changing environment</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates interest in local issues and regeneration</li> </ul>	<ul style="list-style-type: none"> <li>• Application form/CV</li> <li>• Interview</li> <li>• References</li> </ul>

**KNOWLEDGE & SKILLS**

Essential	Desirable	How identified
<ul style="list-style-type: none"> <li>• Knowledge of social media techniques in a communications/business context</li> <li>• Knowledge of advertising techniques and different media</li> <li>• Knowledge of web content editing</li> <li>• Competent in the use of ICT including Microsoft Office/365, Adobe Creative Suite or equivalent</li> <li>• Excellent writing skills</li> <li>• Ability to prioritise and meet deadlines</li> <li>• Ability to learn new software systems</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of marketing software analytics</li> <li>• Video production</li> <li>• Graphic Design</li> </ul>	<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>

<ul style="list-style-type: none"> <li>• Good research skills</li> <li>• Good attention to detail</li> </ul>		
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**ANY ADDITIONAL FACTORS**

Essential	Desirable	How identified
<ul style="list-style-type: none"> <li>• Some flexible working outside normal office hours may be required</li> </ul>	<ul style="list-style-type: none"> <li>• Ability and willingness to travel throughout the county</li> </ul>	<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>