

## CHRISTCHURCH TOWN COUNCIL

### JOB DESCRIPTION

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| Job Title:     | Marketing Assistant                              |
| Grade:         | SCP – 12 (£27,711 pro rata)<br>pay award pending |
| Reports to:    | Community Engagement Officer                     |
| Hours of Work: | 12 hours per week, 12-month fixed-term contract  |



### Purpose of the Job

The Destination Marketing Officer will support the promotion of Christchurch as a key visitor destination through digital marketing, website content creation, and social media engagement. Working closely with the Community Engagement Officer, they will help ensure the town maintains a strong online presence to attract visitors, support local businesses, and promote tourism initiatives.

The officer will assist with creating and curating engaging content, coordinating advertising opportunities, and liaising with stakeholders, including local businesses, Christchurch BID, and tourism partners, to enhance Christchurch's visibility and visitor appeal.

### Principal Accountabilities

1. Assist with updating and developing content for the Christchurch Destination Marketing website, ensuring it remains current, engaging, and optimised for search engines (SEO).
2. Support the town's destination marketing social media channels by contributing to content planning, posting, engagement, and advertising campaigns.
3. Help to grow website traffic and social media reach through targeted content and digital marketing initiatives.
4. Work with local businesses, Christchurch BID, and other stakeholders to coordinate advertising, sponsorships, and promotional listings on the website.
5. Contribute to the creation of tourism-related content, including blog posts, seasonal guides, business spotlights, and visitor itineraries.
6. Monitor website analytics and social media performance, assisting with reports on engagement levels and campaign effectiveness.
7. Liaise with external agencies and service providers as required to support website hosting, development, and marketing activities.
8. Support efforts to generate revenue through advertising placements, premium business listings, and partnerships.
9. Respond to public and business enquiries regarding destination marketing, ensuring professional and informative communication.
10. Work alongside the Community Engagement Officer on broader marketing and promotional activities as needed.
11. Be an organised administrator skilled with telephone use and written correspondence for public enquiries.

12. Willing to undertake continuous professional development and take responsibility for own learning and development needs.
13. Adhere to the Town Council's policies and procedures.

|                              | Essential  | Desirable  |
|------------------------------|--|--|
| Education and Qualifications | GCSE/O Level (or equivalent) at C or above in English and Mathematics  | Degree education and/or professional experience in marketing, advertising, communications, and/or social media management  |
| Skills and Knowledge         | <p>Dynamic IT skills including experience using a number of online editing tools including Canva.</p> <p>Ability to design promotional leaflets, posters and graphics.</p> <p>Adobe Suites including Premiere Pro and Photoshop.</p> <p>Social media management including content creation and scheduling on platforms such as Meta.</p> <p>Ability to build profiles and use social media platforms including Facebook, Instagram and TikTok.</p> <p>Self-motivated with the ability to work independently within a structured role.</p> <p>Excellent written and verbal communication skills with ability to write blog posts, business listings and press releases.</p> <p>Good attention to detail</p> | <p>Strong understanding of core marketing principles and practices.</p> <p>Demonstrable experience in advertising and its impacts.</p> <p>Experience of marketing, PR and social media campaigns.</p> <p>Proficient in SEO and analytics</p> <p>Experience in digital marketing, social media engagement, and website content creation.</p> <p>Experience working in the tourism industry.</p> <p>Strong IT skills, including proficiency in website content management systems (CMS) and social media platforms.</p> <p>Understanding of local government structure and the role of a Town Council.</p> <p>Ability to edit videos for websites and social media.</p> <p>Understanding of tourism marketing and visitor engagement strategies.</p> |
| Personal attributes          | <p>A strong advocate for Christchurch as a visitor destination.</p> <p>A flexible and proactive approach to work with the ability to work the occasional evening or weekend where necessary.</p> <p>Ability to work independently while supporting the wider</p>   |  |

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|  | <p>marketing strategy.</p> <p>Strong interpersonal skills and confidence in engaging with businesses and stakeholders.</p> |  |
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