

# Job Description

## Marketing Officer



Role Profile	BCP Grade G
Service/Team	Commercial Marketing
Reports to	Marketing Manager/Senior Marketing Officer
Responsible for	N/A
Number of posts	
Post number	- - - - -

**My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by...** delivering audience centric and research-based marketing initiatives and campaigns that deliver excellent return on marketing investment across a wide range of outcomes including, but not limited to, awareness raising (brand, service, event, product), income generation, customer acquisition and retention, recruitment and behaviour change.

### Job Overview

This role will provide marketing support that facilitates our ambitious income targets, as well as the outcomes required by our statutory services. The role will need to deliver integrated marketing campaigns which are research based, customer centric and outcome driven. Campaigns will be broad ranging and include topics such as encouraging recycling, recruiting foster carers, promoting our seafront outlets, events, and cultural venues, as well as raising income through advertising. The role requires a wide range of marketing skills, from analysis of audience segmentation and media planning and buying, through to creative brief writing, copywriting, video production, email marketing, web content and social media.

### Key Responsibilities

- Implement multi-channel marketing campaigns including research, audience analysis, budget, timescales, stakeholder engagement, media planning and buying, creative development and concept testing, delivery, and evaluation
- Help identify and deploy audience profiling tools and techniques working with research and insight colleagues to segment audiences into different categories based on their likelihood to buy, change behaviour, adopt, apply or attend
- Work closely with internal clients to define marketing outcomes that support their business objectives
- Help monitor budgets, highlighting any variances and mitigating any risks
- Work with services to help them identify any gaps they may have which will prevent successful marketing outcomes being achieved e.g. lack of clear objectives, business development, sales, pipeline management, or customer relationship management
- Undertake invoicing and support income tracking on council advertising contracts
- Support the implementation of a 'brand footprint' methodology with internal clients (as required)
- Promote and protect the BCP Council brand by understanding the guidelines and when appropriate interrogating brand architecture
- Work collaboratively with colleagues across the council, building and maintaining excellent relationships with a wide range of internal and external stakeholders, especially with Communications, Research and Insight, Policy, and IT (web)
- Support the preparation of engaging and accurate campaign and marketing reports
- Support the continuous improvement of the team, and recommend more effective and innovative ways of working

- Write good quality creative briefs that deliver the best from the creative services team and any copywriting requirements
- Write, edit, and proof-read copy for a broad range of marketing tactics including web, social media, email marketing, video, out of home, print, press and radio as required
- Use analytical tools to report on and track the success of websites, social media, and email marketing
- Analyse and interpret data to test and learn, adjusting tactical campaign plans accordingly

### **Specific Qualifications and Experience**

- 3 A-levels, NVQ 4, HND or diploma (or equivalent experience) in a marketing or related subject
- Experience providing marketing advice across a range of projects and initiatives
- Experience of implementing outcome focussed, research based, and audience centric, integrated marketing campaigns
- Experience of supporting a research and first and last approach, from interrogating available data for baselining and developing primary research, through to audience targeting plans, concept testing and evaluation
- Experience of implementing a wide range of marketing tactics including print, promotion, email marketing, out of home, web, video, social media, and radio
- Basic understanding of social media channels, including Facebook, X, TikTok and Instagram, LinkedIn, Nextdoor, SnapChat, WhatsApp for business
- Experience of supporting media planning and buying and developing plans that achieve a good return on marketing investment
- Experience of working with agencies and suppliers ensuring contracts are well managed
- Experience of writing, editing, and proof-reading copy for a broad range of marketing tactics including web, social media, email marketing, video, out of home, print, press and radio as required
- Experience of building collaborative and supportive working relationships with team members and multiple internal and external stakeholders and suppliers with ability to challenge as required Experience of challenging and reframing client briefs as required
- Experience of writing Creative briefs
- Good knowledge of IT and relevant marketing monitoring software
- Basic content creation (photo/video) and basic knowledge of Adobe Creative Suite to support team if required, an advantage
- Understanding of Content Management Systems to help support future website developments and collaborative working with IT

### **Personal Qualities & Attributes**

- Good communications, relationship building, and influencing skills able to present ideas and challenge constructively
- Able to plan, prioritise and organise own workload in an environment of regularly changing demands and challenging deadlines
- Strong teamwork with a collaborative approach to working with colleagues across the council and with wider partners
- Able to support evidence-based, customer centric, and outcome-focussed decisions
- Professional curiosity and willingness to drive own development
- Creative thinker with customer focus

- Excellent attention to detail
- Coach others to encourage development of skills across the team and challenge poor behaviour
- Encourage and listen to ideas from everyone, and be positive about change
- Flexible approach to work, with a willingness to work occasional weekends or evenings

### **Job Requirements**

- Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car
- Member of out-of-hours duty rota

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with this post.