

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>8PE</b>	<b>Role Title</b>	<b>Marketing and Communications Lead</b>
<b>Grade</b>	PS8	<b>Reports to (role title)</b>	<b>Head of Strategy and Innovation</b>
		<b>Directorate</b>	<b>Customer and Communities</b>
<b>JE Band</b>	269-313	<b>Service</b>	<b>Culture</b>
		<b>Team</b>	<b>Active Surrey</b>
		<b>Date Role Profile was created</b>	<b>Aug-22</b>

## Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

<b>Role Purpose</b> including key outputs	<p><b>Role Purpose</b> The Marketing and Communications Lead will oversee the marketing and communication of both Active Surrey and its associated programmes and events as well as help drive uptake in physical activity across the county.</p> <p><b>Key Outputs</b></p> <ul style="list-style-type: none"> <li>•Work across multiple channels to promote our programmes and wider opportunities to be active to drive participation and awareness</li> <li>•Manage our websites and social media channels to ensure accurate, current, relevant and compelling content</li> <li>•Oversee the design and development of marketing assets and new content</li> <li>•Create comms and PR to celebrate our work and promote opportunities to be active</li> <li>•Ensure compliance with GDPR and privacy requirements</li> <li>•Engage with key national and local partners as part of communities of learning and to expand our reach</li> <li>•Analyse campaign, channel and programme performance and draw out and share learnings</li> <li>•Lead ad hoc campaigns and other work in support of the organisation's objectives, as appropriate.</li> <li>-Maintaining and developing the AS brand (and subbrands)</li> <li>-Checking content suitability, accuracy and adherence to brand style(s) in work produced by the wider team</li> </ul>
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<b>Work Context</b>	<p>Active Surrey is one of 43 Active Partnerships covering England. As the Active Partnership for Surrey, we believe that movement matters. It matters to our health, our schools, our communities and our environments. Focused on tackling inactivity and inequality, we work together to help everyone in Surrey realise the benefits of a more active way of life by influencing systems, removing barriers and creating opportunities to get people moving more. Our vision is that everyone in Surrey, but with a particular focus on those who need it most, embrace moving more, to improve health and wellbeing and to thrive as an active community.</p> <p>As an organisation we are committed to being curious, collaborative, passionate and inspiring and the postholder would be expected to advocate for and to demonstrate these values.</p> <p>The Active Surrey team comprises four interconnecting divisions: Marketing, Insight and Support Services (MIST), Community, Education and Health teams. The post holder will be part of the MIST team, reporting into the Head of Strategy and Innovation.</p>
<b>Line management responsibility</b> if applicable	Line management of the Marketing and Design Officer
<b>Budget responsibility</b> if applicable	Indirect budget oversight of marketing budget of up to £20k
<b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family	<p>Service Development</p> <ul style="list-style-type: none"> <li>• Contribute to the regular monitoring and review of services established to facilitate service improvement.</li> <li>• Provide specialist/professional advice and recommendations within defined policy and procedures to support informed decision making.</li> <li>• Promote and manage the delivery of the service to meet the needs of the public.</li> </ul> <p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Plan personal and/ or team resources to enable delivery of a quality service.</li> <li>• Lead small scale projects and reviews or support more complex projects and reviews to promote engagement within the service area.</li> </ul> <p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Adhere to established processes and systems to monitor and review service delivery and achievement of agreed objectives.</li> </ul> <p>Finance/Resource Management</p> <ul style="list-style-type: none"> <li>• Make recommendations for and manage work within the finance and resources allocated.</li> </ul> <p>Work with others</p> <ul style="list-style-type: none"> <li>• Liaise, communicate and build relationships with other internal departments, partner organisations, the community and volunteers on operational issues and opportunities to share knowledge, raise awareness and ensure quality, integrated service delivery.</li> </ul> <p>People Management</p> <ul style="list-style-type: none"> <li>• Allocate work and monitor the standard of team performance and ensure resolution of any issues, and / or may take on a coordinating and supervisory role with more junior staff as directed by their manager.</li> </ul> <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality &amp; Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety &amp; Welfare: To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.</p>

<b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b>	<ul style="list-style-type: none"> <li>• Advanced Vocational Qualifications at level 4 and/or relevant professional qualification and specialist experience.</li> <li>• For some roles a relevant degree may be required.</li> <li>• Sound knowledge of the service/functional area including relevant legislation, policies and procedures relating to the service area.</li> <li>• Customer focus and the ability to listen to and understand customer needs to provide appropriate services to a high standard.</li> <li>• Ability to manage a range of projects to completion.</li> <li>• Proven IT skills and able to use technology to be effective in the role.</li> <li>• Effective written and oral communication and interpersonal skills with the ability to maintain effective working relationships at all levels.</li> <li>• Ability to prioritise and plan and make best use of personal resources in achieving performance objectives.</li> <li>• Ability to organise, develop and motivate a team of staff and apply relevant Council procedures and policies.</li> </ul>
<b>Details of the specific qualifications and/or experience if required for the role in line with the above description</b>	<p>You'll have:</p> <ul style="list-style-type: none"> <li>• Experience of working in marketing and/or comms, ideally able to work from content development and design through to press management</li> <li>• An understanding of and enthusiasm for digital marketing</li> <li>• Ability to work across multiple projects and deadlines</li> <li>• Experience of working as part of a project team, constructively and positively supporting and advising team members and key stakeholders with their marketing and comms planning</li> <li>• The ability to balance a flair for innovation and new ways of working with attention to detail</li> <li>• An understanding of the value of data and analytics and the ability to use the learnings to drive change and influence future practice.</li> </ul> <p>We are open to the background and experience that the right candidate can bring. We are always interested to hear from people with additional needs and disabilities and people from ethnically diverse communities who are currently under-represented in our workforce.</p>
<b>Role Summary</b>	<p>Roles at this level may supervise a team providing a public facing service of facility. Alternatively, they may hold specialist knowledge used to provide a service involving complex equipment/resources to enable customers to access, examine and utilise assets, resources and information. They require the ability to influence and practically apply knowledge on the basis of technical knowhow, facts and evidence. They engage with members of the public, customers or other agencies/ partners to review and promote service delivery and resolve problems. Role holders need to be able to work independently whilst working under the supervision of more experienced staff.</p>

<b>Reference Number</b>	BM-2022-504
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