

JOB DESCRIPTION

JOB TITLE:	Marketing Executive (1 year LTA)
DEPARTMENT:	Department for Enterprise
LOCATION:	St George's Court
GRADE:	EO
REPORTS TO:	Marketing Manager

INTRODUCTION

The Department for Enterprise requires a Marketing Executive with strong design skills to assist with the day to day delivery of marketing and communications activity for Digital Isle of Man, including management and optimisation of marketing channels and working closely with the Marketing Manager to deliver multi-channel activity that addresses target B2B audiences.

This role would suit a candidate with experience within a professional marketing role that is looking to take the next step in their career. You will be part of the Digital Isle of Man team and gain experience within a dynamic and forward thinking Government Department.

The post holder will be responsible for the day to day management of marketing content plans, social media channels, advertising campaigns, public relations, events, brochure and printed requirements, newsletters planning events on and off island, social media channels, working with external suppliers. They will also be have responsibility for running and managing the website and will be accountable for budget management as required for Digital Isle of Man.

Candidates should have a good working knowledge of marketing theory and a customer centric approach to their day to day work. You will be part of a passionate and supportive marketing team but will also be an integral partner of Digital Isle of Man so should be self-motivated, driven and highly organised.

This role is primarily focussed on working with Digital Isle of Man, but you may from time to time be required to support other Departmental functions depending on organisational priorities at each point, demonstrating flexibility and openness to support the wider Department.

The Island's digital business community represents a dynamic, evolving and high profile economy, encompassing some of the most innovative and ground-breaking business concepts and initiatives across eGaming, FinTech, esports, IoT (Smart Island), Data, Infrastructure and media.

PURPOSE OF THE POST

- Inputting to, and executing a marketing strategy to support the growth of businesses on-Island, attract new digital businesses to the Island, and establishing the Isle of Man as a centre of international excellence for the digital economy.

KEY OBJECTIVES

The primary objectives of the role are:

- ◆ Reporting to the Marketing Manager to create and implement marketing strategies and communication programmes for Digital Isle of Man developed in conjunction with Department Objectives and Key Results (OKRs).

Content creation:

- ◆ Produce and undertake day-to-day delivery of content for the Department's digital platforms (inc. social media) to maximise reach, impact and usage and monitor channel performance, making recommendations for improvement – against target and to deadline.
- ◆ Design and produce communication materials (newsletters, brochures, SM posts, advertisements, case studies, annual reports etc.) within stated deadlines.

Events:

- ◆ Play a key role in delivering a vibrant events programme to an international audience.
- ◆ Develop event marketing plans and compelling event promotional materials and sales aids. Amplify opportunities through controlled use of other owned, earned and paid for media channels.

DUTIES AND RESPONSIBILITIES

- ◆ Effective project management of all delivery activities ensuring programmes remain within budget and on time.
- ◆ Manage brand and campaign development of Digital Isle of Man and key message dissemination.
- ◆ Assist with the design, development, content population and ongoing maintenance of the Digital Isle of Man website. This includes optimisation of web pages, landing pages, conversion strategies and any other technical requirements.
- ◆ Support your line manager with the management of the Department's PR agency.
- ◆ Manage departmental suppliers, such as advertising agencies and printers, to support campaigns, collateral and events.
- ◆ Measure and report on all marketing activities, using results to underpin future activities.
- ◆ Follow department processes for payment processing, budget tracking and general Finance admin.
- ◆ Contribute to the successful delivery of the Marketing and Business Intelligence performance objectives and deliverables.
- ◆ Foster and proactively support a collaborative approach to working across the team, Executive Agencies, and the Department, ensuring open lines of communication and the

free flow of relevant information to enable all colleagues within the Department to be effective.

- ◆ Contribute to process performance and measurement underpinned by regular reporting and improvement feedback.
- ◆ Adhere to the Government's internal controls and legislation in relation to risk management, health and safety, equality and diversity and information governance.

Representation

The post holder will represent the Department for Enterprise and Digital Isle of Man in a range of settings, forums, committees, working groups and events. It is expected that the post holder will be a committed ambassador of the Department and the work that it seeks to achieve. More specifically they will be required to represent and support the Isle of Man and Isle of Man businesses wherever possible.

Health and Safety

The post holder will be responsible for their own health and safety and the impact of their actions on others. They will be responsible for identifying any possible risks or near misses to a responsible manager and/or the Health and Safety Review Group.

Integrity

As an employee of DfE, the post holder is expected to recognise that their everyday business requires the highest level of personal integrity. Each Officer has a personal responsibility to maintain the confidentiality of all business and to uphold such confidences. In addition to **Integrity**, the Department has three other core values; **Respect**, **Innovation** and **Collaboration**. An appointee is required to be an ambassador for these values at all times.

KNOWLEDGE, SKILLS AND EXPERIENCE

To properly deliver the requirements of this post it is expected that the post holder will be able to demonstrate the following skills and experience:

Credibility

- ◆ Have a Professional Qualification in Marketing or Design
- ◆ Relevant marketing and design experience
- ◆ Have experience measuring and reporting marketing performance
- ◆ Have experience managing project budgets
- ◆ Are professional and credible
- ◆ Strong and proven copy design skills

Capability

- ◆ Are a strong designer and can adapt your creative to a variety of settings

- ◆ Can evidence delivering projects to time
- ◆ Self-motivated and highly organised and able to manage multiple projects at the same time
- ◆ Have experience working with Digital Marketing channels, such as CMS systems, social media channels
- ◆ Social media experience
- ◆ Have excellent interpersonal skills, written and verbal communication
- ◆ Have a very strong attention to detail
- ◆ Are experienced in Google Analytics
- ◆ Are comfortable in communicating to both internal and external stakeholders
- ◆ Have good IT skills and are a proficient user of Microsoft Office applications

Character

- ◆ Can work as part of a team and take direction and feedback
- ◆ Are motivated, confident, resilient and have a positive attitude, energy and drive
- ◆ Are reliable and have a optimistic and flexible approach to work – able to respond positively to changing demands
- ◆ Trust and are trusted

Other requirements

- ◆ A current clean driving licence is preferable
- ◆ Are able to travel off-island as required

COMPETENCY REQUIREMENTS

Competency levels for this post are:

Leading and working together

Level B

Actively supports/manages staff to deliver objectives; generates enthusiasm and commitment in others and demonstrates this in their own approach; works collaboratively with colleagues to deliver results; develops effective and productive working relationships with colleagues and with contacts in other Departments/externally. Manages disagreements with tact and diplomacy.

Communicating and influencing

Level B

Communicates openly with colleagues; is confident speaking in a group or team situation and expresses views in a clear and succinct way. Influences and convinces others to accept or agree to ideas; takes active steps to build acceptance of proposals using knowledge of the organisation.

Achieving results

Level B

Prioritises own (and others') work to achieve team goals; schedules activities and resources to deliver to agreed timescale; communicates openly about changes to plans; proposes appropriate solutions and considers consequences of different options; makes decisions in a timely manner and recommends/refers important decisions as necessary; strongly focused on achieving results; takes responsibility for the delivery of team objectives.

Delivering a quality service

Level B

Treats customer service as top priority; makes suggestions for improving aspects of service provision; takes on board suggestions for improving the quality of their work and collaborates with others to deliver excellent service; monitors income, costs and value for money.

Changing and learning

Level B

Assists, coaches and advises colleagues to develop competence and confidence; actively looks for new, better ways of working; offers opinions in discussions which are not always the most obvious. Is versatile and adaptable, and prepared to change their views. Applies up-to-date specialist skills, knowledge and experience in their work.

Showing commitment and resilience

Level B

Adopts an energetic approach to work and is enthusiastic and interested in their work; stays calm under pressure, and in control when under stress.

NOTES

The post holder will be located at St George's Court where there is a no smoking policy.

The department offers a flexi-time policy and some flexibility in working hours may be required in this role.

PERSON SPECIFICATION – MARKETING EXECUTIVE (DESIGN)

QUALIFICATIONS	ESSENTIAL OR DESIRABLE	METHOD OF ASSESSMENT
5 GCSEs including Maths and English or equivalent	D	CV
Relevant Design Qualifications	D	CV
EXPERIENCE		
Experience of working in a business environment	E	CV & Interview
Proven ability to follow agreed processes	E	CV & Interview
The ability to problem solve and present multiple achievable solutions	E	CV & Interview
KNOWLEDGE & SKILLS		
Experience or following brand guidelines and designing a range of on and offline marketing collateral	E	CV & Interview
Excellent interpersonal skills, verbal and written communication	E	CV & Interview
Very strong attention to detail	E	CV & Interview
Good IT skills including MS Office, Mailchimp, Eventbrite, inDesign, Wordpress, Silverstripe (or equivalent)	E	CV
Highly organised, good project management skills and the ability to manage multiple projects at the same time	E	CV & Interview
Adaptable and able to work with flexibility	E	CV & Interview
Able to work effectively in a fast-changing environment	E	Interview
Awareness of Health & Safety, Equality and Diversity and Information Governance procedures while carrying out duties	E	Interview
DISPOSITION		
The Department has four core values; Respect, Integrity, Collaboration and Innovation, which applicants should manifest within their application for this position	E	Interview
Reliable and flexible approach to work – able to respond positively to changing demands	E	Interview
Highly motivated, confident, resilient and positive attitude	E	Interview

Ability to represent the Department externally, comfortable dealing with a variety of people at different levels in different situations	E	Interview
Must be able to work on own initiative with moderate supervision, prioritise work, meet tight deadlines and cope with sustained high levels of workload	E	Interview
Demonstrate commitment to personal, professional and technical development and growth	E	Interview
CIRCUMSTANCES/INTERESTS		
Isle of Man Worker / valid work permit	D	Application
Full clean driving licence	D	CV
Ability to work additional/unsociable hours	D	CV
Ability to travel off-island	D	CV