

Job Description: Digital, Campaigns and Marketing Officer

Reports to: Marketing Content Manager

Directorate/team: Communications / Campaigns & External Communications Team

Grade: Grade 4

Job Purpose: To ensure the delivery of smart, customer-focused communications to promote Local Government Association (LGA) products, services and campaigns; and to provide ongoing development, editorial and support for digital platforms, and plan, design and implement communications activities to support the LGA's business objectives.

Core Accountabilities:

1. To help support the delivery of the organisation's annual campaigns and marketing programme, to specified objectives, linked to the LGA's organisational priorities.
2. Work with Marketing Content Manager to deliver the LGA's member contact programme to ensure councils and individual members and officers are well informed about the work of the organisation.
3. Work as part of a team, contributing towards building a culture of flexible and collaborative team working to ensure that the LGA meets its business objectives and responds effectively to new or changing requirements.
4. Contribute to the delivery of the team's agreed objectives.
5. Participate in relevant LGA projects that support the delivery of the LGA Business Plan.
6. Model the LGA's values and work in accordance with health and safety, equal opportunities and environmental policies.
7. Undertake any other duties and responsibilities appropriate to the post.

Specific Accountabilities:

1. Work with the Marketing Content Manager to deliver the LGA's external campaign and marketing plans.
2. Maintain guardianship of the LGA brand, seeking to maintain the consistent development and application of LGA branding in order to help maximise the reputation of the LGA.
3. Provide advice and guidance to programmes of work and teams to ensure their activities are in line with the LGA's corporate campaign and marketing priorities.
4. Ensure the delivery and production of campaign materials for all a range of communications channels including print, publications, digital, templates, film etc, while working with colleagues from across the communications team.
5. Ensure campaign materials are developed in an integrated manner across our service areas, showcasing the full LGA offer.
6. Work with internal and external designers to commission exciting and dynamic campaign content.
7. Work with Marketing Content Manager and Membership Engagement Officer to evaluate campaigns and ensure delivery of LGA corporate objectives.
8. Support the creation, sub-editing and ongoing development of all content deployed across the LGA websites, social media, e-bulletins and other digital communications to support the organisation's key campaigns and other communications activity.
9. Ensure all content is created according to legal, accessibility, usability and LGA style guidelines.
10. Supervise the production of e-bulletins for the LGA's policy teams. Be responsible for the collection of e-bulletin content from across the LGA, their layout and their timely publication to strict deadline.
11. Provide clear and precise monthly statistical summaries on specific web resources.
12. Employ agreed digital marketing strategies to optimise and personalise content and services to extend reach and improve targeting.
13. Advise on and commission content in multiple formats including video and other media, to support key campaigns to best suit audience and channel delivery
14. Support LGA staff in their use of social media and provide training where necessary.
15. Work with Media, Public Affairs and other teams in communications to deliver integrated campaigns to influence, Westminster, Whitehall and beyond.
16. Undertake any other duties and responsibilities appropriate to the post.

Local Authorities

Portfolio holders and other lead members
Senior Officers
Sector experts/professional bodies

Central Government Departments

Civil Servants

LGA

Lead members
Programme Heads
LGA Strategic Managers

Other

Stakeholders

Person Specification: Digital, Campaigns and Marketing Officer

<p>Qualifications</p>	
<p>Knowledge and experience</p>	<ul style="list-style-type: none"> • Experience of delivering creative and transformative campaigns. • Thorough experience of creating communications content which support corporate priorities and services to a wide range of customers and stakeholders. • Evidence of developing communications, marketing and campaign materials for publication to a variety of audience segments and channels • Understanding of political processes within central and local government and ability to work with elected members, senior managers and other key stakeholders, including Parliament and Whitehall. • Evidence of analytical and research skills, including experience in audience segmentation. • Evidence of creative use of communications channels to deliver campaign and marketing content.
<p>Skills and abilities</p>	<ul style="list-style-type: none"> • Ability to develop, implement and evaluate campaigns and marketing activity to achieve organisational objectives. • Ability to communicate clearly and persuasively, orally and in writing (including presentations and report writing) to a wide variety of audiences, including the ability to provide complex information in a way that is clear and relevant to our customers. • Ability to identify solutions for customers, stakeholders and colleagues as necessary with an understanding of how to target different audiences. • Ability to prioritise workloads and to work under pressure using initiative and demonstrating resilience when required. • Evidence of good keyboard skills and strong social media skills. • Evidence of good copywriting skills and attention to detail • A proactive attitude in identifying opportunities and creative solutions. • Ability to work in the general political and industrial relations environment within which the LGA operates. • Appreciation and commitment to the LGA's policies for staff, including equal opportunities. • Flexible approach to work, with a keenness to adapt to meet changing work requirements