# Hosting Proforma

Antrim and Newtownabbey Borough Council

Name of Host

Organisation

**1. Interchange Manager’s details**

Jennifer Close

Name

Organisation/

Human Resources

Department

Antrim Civic Centre

50 Stiles Way

Antrim

BT41 2UB

Address

Telephone Fax number

02890 340084

Number

[humanresource@antrimandnewtownabbey.gov.uk](mailto:humanresource@antrimandnewtownabbey.gov.uk)

E-mail

Type of Opportunity

Secondment – Media Marketing Officer

**2. Details of hosting opportunity**

Description of opportunity

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| The Media and Marketing Officer will be expected to contribute to the delivery of a full range of marketing and communications functions across the Council. The post holder will report to the Lead Media and Marketing Officer. |

**Main objectives of the opportunity**

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| 1 | Prepare media and marketing plans for specific services areas/Council departments in line with the Council’s corporate plan, departmental business plans and the Council, Communication Strategy. |
| 2 | Work with customer services section and service managers to ensure that a research plan is in place to inform future service provision and marketing and PR activity. |
| 3 | Keep up to date with service sales, usage, uptake data specific trends and sector developments to inform service provision and marketing and PR activity. |
| 4 | Respond to media queries and where necessary liaise with CLT, Head of Communication and Customer Services and Elected Members and other Council Officers to research and agree responses to the media enquiries. |
| 5 | Brief Council Officers and Members on media issues to prepare for any media contact, including interviews. |
| 6 | Manage media relations, acting as point of contact in handling external media queries, requests for PR assistance form internal customers and promoting positive news about the council on a daily basis. |
| 7 | Update the Council’s Media Plan, plan and carry out appropriate media activity to support the delivery of the plan. Researching and drafting press releases/statement. |
| 8 | Be pro-active and innovative in identifying, organising and pitching PR opportunities in support of Council services or initiatives. |
| 9 | To attend Council and Committee meetings and provide Elected Members and Council Officers with professional advice on aspects of media relations. |
| 10 | To work with departments in identifying the Council’s current issues agenda. |
| 11 | Plan, sources and oversee photography for the Council’s photographic library, publications and PR. |
| 12 | Manage media activity at PR and other events to maximise PR opportunities. |
| 13 | Monitor on a daily basis local and regional media coverage and highlight any issues of interest to the Media and Marketing Manager. |
| 14 | Utilising the online media monitoring portal, prepare reports for media evaluation. |
| 15 | Maintain and develop media contacts to maximise PR opportunities and maintain an effective contacts database. |
| 16 | Work with the Media and Marketing Manager and other Officers to identify corporate advertising/sponsorship opportunities and develop proposals. |
| 17 | Provide professional advice to Officers on the selection of appropriate channels and  on the best use of budget in line with business plans. |
| 18 | Advise and liaise with Officers across the Council and suppliers on the development and design of corporate publications, promotional items and display materials. |
| 19 | Liaise with advertising suppliers and agencies to agree advertising spend and copy. |
| 20 | Maintain the Council’s social media channels to engage with customers and other  stakeholders in the communication of the Council’s key objectives. |
| 21 | Work with service areas to develop marketing information and customer friendly material for the Council’s Websites. |
| 22 | Develop e-marketing opportunities where appropriate to support KPI. |
| 23 | Manage the day-to-day running and development of the staff newsletter, including scheduling, copy writing, design and distribution. |
| 24 | Manage and develop the day to day production and distribution of the Council’s team brief including researching, writing, editing, design and distribution. |
| 25 | Liaise with the Council’s Communications Champions network to ensure all services are encouraged to engage with the internal communication initiatives and oversee the use of internal communication tools e.g. information boards. |
| 26 | Research, write and edit content for the staff intranet. |
| 27 | Provide the Media and Marketing Manager with progress reports and updates on the operation of internal communications activity. |
| 28 | Provide assistance to the Media and Marketing Manager in researching and updating policies and procedures. |
| 29 | Organise civic or Mayoral events in conjunction with other Officers or external agencies. |
| 30 | Research, prepare and draft speeches for elected members and senior Officers when acting as Council representatives. |
| 31 | Keep up to date with Marketina & PR issues affecting local government and service specific issues for Council projects/facilities. |
| 32 | Communicate fully with your line manager, colleagues and customers in order to enhance the services provided. |
| 33 | Co-operate with the Council, its Officers and staff to enable them, as far as necessary, to confirm and comply with any duty or requirement imposed as a result of any law, which may be in force regarding health and safety. |
| 34 | Such other duties as may be allocated from time to time in line With the general nature of the post. |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| * Third level Qualification   **OR**   * Possess at least 3 years recent broad based experience in a wide range of Marketing and PR activities as detailed below   **Consideration may be given to applicants who do not hold a relevant qualification but who can demonstrate a minimum of 3 years\* relevant experience as detailed below.**  **If you are applying for this post on the basis of a qualification which you consider to be a relevant equivalent qualification, you must provide specific evidence to demonstrate its equivalency in comparison to the qualification that was specifically detailed in the person specification. It is therefore your responsibility to demonstrate in your application how the qualification you possess is deemed equivalent to the qualification (s) detailed in the person specification. If requested, you must submit clear evidence in respect of the examining body which has verified its equivalency.**  **DESIRABLE QUALIFICATIONS**   * Membership of the Chartered Institute of Public Relations or Chartered Institute of Marketing.   **ESSENTIAL EXPERIENCE**   * At least 2 years\* recent experience in a wide range of Marketing and PR activities of products and/or services to include experience of the following: * Managing media relations * Coordinating and managing major events * Preparing and producing publications * Awareness of Managing Financial Budgets   **DESIRABLE EXPERIENCE**   * Previous experience of working within Local Government in a Marketing and PR role.   **ESSENTIAL SKILLS & ABILITIES**   * Good planning and project management skills * Excellent organisational skills with the ability to work on own initiative and prioritise workload to meet strict deadlines * Displays a positive attitude including a solution based, flexible and enthusiastic approach * Maintain a high standard of quality and accuracy * Creative and innovative to deliver service improvements   **OTHER ESSENTIAL CRITERIA**   * Full current driving licence or if disability prevents driving, access to a suitable form of transport to enable the duties of the post to be carried out in full |
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**4. Personnel: Please state below**

Who will the individual report to?

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| Jeanette McIntyre, Lead Media and Marketing Officer |

Who will be the individual’s line manager and/or reporting officer?

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| Jeanette McIntyre, Lead Media and Marketing Officer |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the individual and their organisation.

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| This role will offer the post holder an opportunity to gain marketing and PR experience across a variety of Council services including Economic Development, Planning and Tourism. Through attending Council meetings, they will gain an understanding of the committee system and the support that the Communication Section provides for all areas of Council.  The Council’s Communications team will benefit by gaining an team members who will bring different experiences and learning from other public sector organisations. Their input would contribute the future planning and performance of the Council’s Communications. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: As soon as possible  **Duration**: Approximately 9 months.  **Salary**: The salary scale is £30,451 - £32,234 scale and candidates will commence on £30,451.  Antrim and Newtownabbey BC will pay the total salary and associated costs to the home department/organisation on a full cost recovery basis  **Location**: The opportunity is based at Antrim Civic Centre, 50 Stiles Way, Antrim, BT41 2UB.  **Further information**: Please contact Human Resource Department by email at: [humanresource@antrimandnewtownabbey.gov.uk](mailto:humanresource@antrimandnewtownabbey.gov.uk), 028 9446 3113.  **Selection**: Provisional dates for Assessment/Interviews for this post will be carried out week commencing 2 August 2021.  **Closing Date:** Applications must be submitted by **4.00pm on Wednesday 04 August** 2021 to**:**  [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk)  **\*NICS staff are not eligible to apply for this opportunity** |

**7. Endorsement**

**Interchange Manager**

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| **Jennifer Close** |

**Signed:**

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| **16/7/2021** |

**Date:**