



# CCS

people · place · enterprise

CCS - Community Council for Somerset

# Marketing Officer

## Job Description & Person Specification



# Marketing Officer

<b>Salary</b>	£26,000 per annum (FTE), £17,828 actual
<b>Hours</b>	24 hours per week
<b>Location</b>	Home-based working and attendance at CCS Office on a regular basis. Countywide travel will be required.
<b>Contract Length</b>	Initial 1 year contract. Possible extension subject to funding
<b>Holiday</b>	25 days per year plus bank holidays (pro rata)
<b>Reports to</b>	Development Manager

## Job Role

To liaise with the current Marketing & Communications Officers and Enterprise Agents to develop an appropriate marketing plan for the Enterprise project, which is focused on increasing the capacity, variety and sustainability of small caring enterprises (Micro-providers) in Somerset to ensure that people have access to a real choice of local, flexible support and services to improve their lives.

## Key Tasks

- Work with colleagues to produce appropriate material to promote the project in all formats.
- Develop and deliver appropriate social media content to promote all aspects of the project.
- Design and develop web pages, and keep content relevant and up to date.
- Attend Locality, Smart Community and Somerset Diverse Community team meetings to ensure that all employees have awareness of the campaigns and access to all relevant materials to promote the project.
- Attend relevant county-wide partnership meetings, particularly relating to Carers.

## Key Tasks (cont.)

- Ensure close liaison with current activity provision from SASP and other partners and stakeholders as appropriate, and county-wide campaigns such as Get Outside and the Happy Healthy Holidays.
- Effectively design and deliver activities and events relating to the awareness and promotion of Community enterprise in Somerset.
- To produce literature promoting stories and statistics relating to the numbers, impacts and outcomes of community enterprise in Somerset; contributing to project evaluation.
- Write, edit and proofread marketing material for use in different channels.
- Design, prepare or outsource (when required), publications and distribution of publicity materials
- Work in a way consistent with the values and philosophy of CCS.
- Develop effective working relationships with all CCS staff. To work as part of a team, contributing to meetings, attending relevant training, cascading information and providing ongoing support and information to managers, to enable the smooth running of the project.
- Ensure compliance with external branding guidelines.

## **Additional Targets**

- Take responsibility for own time management and administration.
- Attend regular internal meetings.
- Attend training sessions that are relevant to your role as approved by your line manager.
- Complete weekly timesheets.
- Undergo an annual appraisal and regular supervisory sessions

# Personal Skills

	Essential	Desirable
Education, Qualifications & Training	<ul style="list-style-type: none"><li>• 5 GCSE's or equivalent, to include English and Maths (A*-C grade).</li><li>• Evidence of CPD.</li><li>• Willingness to undergo additional training.</li></ul>	<ul style="list-style-type: none"><li>• Degree in Marketing, Journalism or related field</li></ul>
Knowledge, experience and skills	<ul style="list-style-type: none"><li>• Expert practitioner in Microsoft packages and database administration.</li><li>• Excellent communicator in both a written and verbal capacity at a personal and corporate level.</li><li>• Write and edit high quality content for on and offline material</li></ul> <p>Experience of:</p> <ul style="list-style-type: none"><li>• Creating &amp; maintaining content and pages in Wordpress.</li><li>• Promotion and brand development</li><li>• Working with CRM systems</li><li>• Information analysis and GDPR as applied to Marketing.</li><li>• Scheduling social media using Hootsuite, Buffer, Canva, etc</li></ul>	<ul style="list-style-type: none"><li>• Experience of project management</li><li>• Experience of rural issues</li><li>• Experience within the third sector</li><li>• Experience in using Adobe Indesign/Creative suite</li></ul>

# Personal Skills

## Key Competencies

- Strong organisational abilities.
- Demonstrates a clear and logical approach to tasks and responsibilities
- Lateral thinker, who can provide creative solutions
- Ability to understand and interpret data
- Makes decisions using robust and justifiable methodologies
- Ability to use resource (e.g. IT) to improve efficiency
- Ability to empathise with key stakeholders and assist in communicating organisational goals
- Ability to promote a positive image of the organisation

## Personal Qualities

- Use of initiative/self-motivated
- Thorough, with attention to detail
- Positive outlook
- Problem solver, pragmatic and resilient
- Flexible and adaptable
- Willingness to participate in training and acquire new skills
- Work in a team and network with partners
- Effectively manage your own workload and identify priorities
- Professional demeanor and appearance.

# Personal Skills

## Other

- Access to a reliable broadband connection
- Full current driving licence
- Access to a reliable car insured for business purposes



# For further information:

## Email:

[recruitment@somersetccc.org.uk](mailto:recruitment@somersetccc.org.uk)

## Call us

01823 331 222

## Visit our websites

For information about our projects

## Community Council for Somerset

[www.ccslovesomerset.org](http://www.ccslovesomerset.org)

## Somerset Carers - a resource for Unpaid Carers

[www.somersetcarers.org](http://www.somersetcarers.org)

## Village & Community Agent dedicated website

[www.somersetagents.org](http://www.somersetagents.org)



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acre network  
member