

JOB SUMMARY

Post Title	Sales, Marketing and Social Media Officer						
Job Family	<i>Business Support</i>	Pay Range	7	Line Manager to others?	No	Role profile ref	<i>BS07</i>
Service Area	<i>Community Services</i>						
Line Manager	<i>Nick Cross</i>						
Location	<i>1Leisure sites</i>						

Job Purpose 1-2 sentences
 To work with the Leisure management team to promote 1Leisure through Digital Marketing and all appropriate Social Media channels, ensuring all content aligns with Isle of Wight corporate communications approach to digital communications. To identify new marketing opportunities to generate revenue and maximise the income the Council receives.

- Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)**
- To develop and maintain a generic skill set that allows the Isle of Wight Council to employ your skills, abilities and experience across the Council and its formal partnerships as needed.
 - Creating all marketing related content – including, but not limited to, video and video editing, photography, and all other promotional material.
 - Responsible for maintaining website updates including, but not limited to, content, imagery, videos banners, blogs, new pages.
 - Responsible for generating and maintaining social media content across all appropriate platforms. Respond to all social media, marketing enquiries and comments quickly and efficiently.
 - assist with all 1Leisure App updates.
 - To support the leisure team in the delivery of all sales, marketing and social media activities. Maintain the council's corporate brand identity and meeting the aspirations of the council's corporate plan.
 - Assist the sales, marketing and social media team in all aspects of administration

Knowledge, Skills and Experience

Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Practical experience within the relevant working environment	Considerable experience of digital and online marketing in a target lead organisation Considerable experience using social media platforms for business promotion. Demonstrable experience in digital imagery – capturing, editing and captioning	E	
Extensive working knowledge of relevant processes and systems			D
Considerable knowledge of the service provided in own area	Both proven knowledge about leisure provision including 1Leisure and Digital Marketing across the Island	E	
ICT skills including use of Microsoft applications	Able to effectively use a range of information and communications technology (ICT) skills in analysing current practice and performance. Knowledge of common IT packages necessary for capturing, editing and captioning all marketing content.	E	
Good verbal and written communication skills	A record of creating, developing, and maintaining effective working relationships Exceptional customer service skills to include a confident telephone manner.	E	
Numerate and accurate with attention to detail	Significant experience of webpage, social media and App management		D
Strong creative capabilities and determination to put ideas into action	A record of creating innovative and successful Marketing initiatives and content. Liaise and interact with the wider	E	

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	1Leisure/Council team to ensure marketing campaigns and activities are supported and clearly communicated as appropriate.		
Understanding of how to deal with customers appropriately.	A proven record of excellence in Customer Service – both digitally and in person		D
Proven ability to prioritise workloads and achieve deadlines (both by self and with others)	Attention to detail and the ability to manage multiple tasks effectively		D
Qualifications			
Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Educated to level 3/4 qualification standard or able to demonstrate equivalent experience.		E	
Other Requirements			
RSA III (Word Processing) or equivalent professional qualification may be required.			
May require relevant certifications including evidence of fluency in English language. To undertake any other duties commensurate with the role.			
Organisation Structure (optional)			