



## **MARKETING & EVENTS OFFICER**

### **Job Description**

#### **REPORTS TO: DEPUTY CLERK**

#### **MAIN PURPOSE OF POST**

The role will form part of the Civic & Marketing team. It will provide support and assist all members of the PTC team on various projects depending on priority.

Varied responsibilities includes supporting and covering for the Information and Bookings Officer with day-to-day operations of front of house desk. Checking voicemails, emails and social media inquiries, forwarding messages to appropriate members of the PTC team, plus, when needed, develop a coherent and concise marketing communications strategy and manage events alongside the Head of Engagement & Civic Officer.

**They will take particular responsibility for:**

#### **DUTIES AND RESPONSIBILITIES**

##### **MARKETING**

- Proactively support with ongoing marketing campaigns and the creation and implementation of new ones
- Proactively create marketing collateral / promotional items e.g., posters, graphs, charts, presentations
- Develop PTC's use of video by creating, editing and publishing engaging video content
- Enhance PTC's filming opportunities in the town
- Undertake daily administrative tasks to ensure the functionality and co-ordination of the Engagement team's activities.
- Support the Head of Engagement & Civic Officer in organising various projects / events / communication – on and offline.
- When required, conduct market research, surveys and analyse reports / questionnaires.
- Compose content and, once approved by Head of Engagement & Civic Officer, post online to the PTC website and social media channels, including updates for the Mayor
- Write marketing literature in line with brand guidelines, marketing & communications strategy (brochures, press releases etc). Provide copies to the Information & Community Facilities Officer and Groundsmen, ensuring all posters and banners are updated regularly
- Create and maintain PTC's social media calendar.
- Create, in liaison with the Head of Engagement & Civic Officer, the monthly E-News and Peacehaven Directory content

- To assist in evaluating the effectiveness of internal and external communications and engagement on a regular basis, ensuring the methods are appropriate for keeping customers and colleagues up to date and engaged
- Promote PTC's corporate equality standards and demonstrate the level of conduct which prevents discrimination taking place
- Maintain and update the PTC website, working closely with external agencies
- Liaise with external organisations and charities to build relationships, provide content for PTC and information to the public
- Share PTC's commitment to safeguarding and promoting the welfare of children, young people and adults at risk as outlined in PTC's Safeguarding policies
- Assist with the Mayor's diary, events and marketing of all mayoral events
- Attendance at all PTC and Mayoral events as well as Committee meetings where relevant, including Peacehaven Chambers, TFG's and external meetings

## **EVENTS**

- Assist in the development, implement and evaluate policies and procedures for PTC & Mayoral events
- Deliver event plans for each event under the remit to include event requirement and aims, situation analysis, budget planning, funding, all resources, the co-ordination of set-up and breakdowns and post-event evaluation
- Ensure all documentation is received and relevant from all Hirers and Hirers are provided with relevant Terms and Conditions for hiring PTC's assets, working with the Information & Bookings Officer.
- Ensure all Council events comply with all health and safety requirements and statutory and regulatory requirements as well as conducting risk assessments
- To provide support to the Mayor & Deputy Mayor (M&D) of PTC in relation to the delivery of the civic duties, ensuring all necessary arrangements are in place for the M&D to fulfil their engagements.
- To provide support to the M&D in respect of managing, organising, prioritising and co-ordinating the programme of civic engagements and commitments
- Keep an up-to-date, fully compiled spreadsheet of all activities taking place throughout all PTC facilities and venues including updating the What's On... list on a weekly basis and sharing with the Marketing & Communications Team.
- To attend Civic functions, Events and Committee meetings, where appropriate

The duties will be set out in the Job Description, but please note that the Council reserves the right to update your Job Description from time to time to reflect changes in, or to, your job. You will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require revisions to be made to this Job Description.