



Seaford Town Council

Job Description

Marketing Officer

Responsible to: Assistant Town Clerk

Grade: SCP 10-14

Hours: 30 hours per week

1. Job purpose

To provide efficient and effective management of the marketing function for the Town Council, The View and Seaford Head Golf Course.

2. Areas of Day-to-Day Responsibility

Publicity and Marketing

Implementation of Marketing Strategy and Communication Strategy

Council Branding (incl. Corporate Templates)

Online Communications (Website, Social Media, YouTube)

Publications (Town Guide, Town Map)

Photographic Content

Events Coordination/Administration (The View)

3. Duties

Publicity and Marketing

1. Responsible for all marketing and publicity actions across the Town Council, The View and Seaford Head Golf Course, including projects, facilities and events.
2. Liaise with section managers and staff members to ensure marketing and publicity tasks are scheduled and carried out as required.
3. Responsible for providing advertising and publicity articles to third parties for use in external publications or other such similar publicity.

Implementation of Marketing Strategy and Communication Strategy

4. Assist with the creation of a Marketing Strategy and Communications Strategy.
5. Responsible for any aspects of the strategies as delegated.
6. Monitor and review the implementation of the strategies, reporting any concerns to the necessary person.

Council Branding

7. Implement and monitor the Council 'brand' across all aspects of the Town Council, The View and Golf Course.
8. Train managers and staff, where required, on the brand and how this is relevant/required in their roles.

9. Devise and manage a set of Corporate templates including (but not exclusive) press releases, event literature and posters, email banners, letterheads and other various Council documentation.
10. Create a template for Council newsletters and the annual Council Tax leaflet and Annual Report and assist relevant staff members with the overall layout/finish of the publications.

Online Communications

11. Responsible for ensuring the cosmetics/branding of the Town Council, The View and Golf Course websites are accurate and making updates where necessary. Overall content management not required however ensuring the website content is relevant is expected, with any concerns highlighted to the necessary person.
12. Responsible for ensuring the cosmetics/branding of the Town Council, The View and Golf Course social media accounts are accurate and making updates where necessary. To include regular 'refreshing' of photos and visual feel of social media sites to ensure an engaging site.
13. Responsible for marketing and publicity posts on social media and giving advice where needed to other staff members using accounts.
14. Responsible for monitoring communications submitted via social media accounts and that the correct staff members are alerted to these to respond as necessary.
15. Analyse website and social media statistics/usage as available and produce a report for the management team, at a frequency to be agreed with the line manager.
16. Manage the content of the Council's YouTube channel and consider ways in which to utilise this further.
17. Liaise with the Golf Professional and General Manager over the Trip Advisor/other online accounts of the Golf Course and The View, and provide support/guidance where needed.
18. Create and manage any other social media accounts as requested by the management team.
19. Assist in the creation, monitoring and analysing of any online surveys regarding Council activities, as requested.

Publications

20. Manage the annual Town Guide and Town Map process, including the commissioning of a provider, guide content, photos, timeline, any involvement required from other staff members and publicity of the Guide.

Photographic Content

21. Manage the photographs and videos held by the Council (including those of The View and Golf Course), including creating and managing an appropriate library/filing system for the photographs/videos.
22. Train relevant staff members on the process to be followed with new photographs/videos owned by the Council.
23. Stay up to date with legality surrounding photographs i.e. permission to use, acknowledgements, including individuals, photos of minors etc and give advice where needed to other staff members and councillors.

Events Coordination/Administration

24. Cover for the Events Coordinator tasks at The View one day per week (usually Wednesdays), to include:
 - a. Coordinating the event booking enquiries including business meetings, weddings, wakes, parties, golf societies and more;
 - b. Coordinating event bookings, including occasional meetings with hirers to obtain requirements;
 - c. Coming up with initiatives to increase event bookings.
25. Involvement with other ad hoc events such as open days, fayres, publicity events etc. Specific tasks and level of involvement would be discussed as and when needed.

General Tasks

26. Manage the public emailing lists held by the Council (including at The View and Golf Course) and ensure kept up to date and compliant with General Data Protection Regulations
27. Assist, where required, with general office administration.
28. Share in the management of electronic filing systems across all sites of the Council.
29. Share in building relationships with third parties and outside organisations and suppliers.
30. Other reasonable tasks as delegated in line with the scope and remit of the role.

Written: October 2019