

## Job Description

<b>Job Title</b>	Marketing & Communications Officer
<b>Directorate</b>	City Development
<b>Service Area</b>	Economic Strategy, Skills & Sustainability
<b>Grade</b>	5
<b>Competency Level</b>	2
<b>Salary</b>	£30,060 - £34,314
<b>Job Type</b>	Office Based
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not Required
<b>Job Evaluation Ref No</b>	A9844

## Job Purpose

To provide marketing and communications support across all aspects of the Liverpool Film Office remit.

### Directly Responsible For:

Not applicable

## Directly Responsible To:

Head of Liverpool Film Office

## Main Areas of Responsibility:

- Deliver the monthly activity plan linked to the Marketing Strategy ensuring a targeted approach to attracting film & TV productions to maximise media opportunities and raise the profile of the city and council at a national and international level
- Plan, prepare and manage all the Film Office's publicity & promotional materials and campaigns from design to implementation
- Maintain relationships with key trade media, key stakeholders, industry bodies, partners, funders, crew and talent
- Manage relationships with film & TV unit publicists, identifying & acquiring materials from producers and distributor's EPKs and press packs and raise publicity/comms opportunities with LCC colleagues, partners, and stakeholders particularly around TX and release dates
- Maintain the website and its contents
- Produce marketing materials and copy (writing, editing, proofreading) for use in a variety of channels including tailored sales decks, interviews, podcasts, blog articles, marketing copy, presentations etc
- Draft press releases and draft quotes on behalf of colleagues and elected members for distribution through various media channels working with central comms team
- Produce and distribute regular newsletters in line with the Film Office's activity/action plans
- Manage the Film Office's various social media channels including editing/producing social media posts using video and/or graphics
- Support the Film Tourism campaign, led by Liverpool City Region Destination Partnership team

- Update regularly an action plan/calendar of the Film Office's media campaigns/activities and share/present to colleagues
- Manage the Film Office's image archive and content bank, identifying and clearing appropriate images and clips for online and print promotional purposes
- Compile, analyse and report marketing activity and other statistical data for monitoring and evaluation purposes
- Assist in preparation of outputs and other data required for quarterly monitoring reports for both LCC and funding partners relating to activity, expenditure, and any other output, KPI and data related activities deemed necessary to the post
- Help to plan and, where appropriate, attend promotional events, exhibitions, workshops, and other events including those away from the Liverpool base
- To undertake duties outside of normal office hours as determined by the scope of the post
- To undertake any other duty within the competence of the post holder (and relevant to the post) which may be required at the request of the Head of Liverpool Film Office or relevant senior managers
- Develop the City Council's commitment to equal opportunities and to promote non- discriminatory practices in all aspects of work undertaken

## **Supervision and Management Responsibility:**

- No supervisory or line manager responsibility

## **Budget and Financial Responsibility:**

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

## **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

## **Physical Demands of the Job:**

- This role will require sitting for longer periods of time
- It may also require you to visit filming sites

## **Corporate Responsibility:**

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## **Competency Framework:**

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills



required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- Experience in a marketing/digital marketing role in a senior capacity (A/I)
- Experience of providing administrative support (A/I)

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### Essential

- Experience of administrative duties including inbox management, call handling, preparation of presentations and data input (A/I)
- Experience of marketing support including web content management, social media (scheduled and/or live posts across social media platforms including Facebook, Twitter and Instagram), production of e-newsletters, advertising copy and supplier liaison (A/I/P)
- Experienced in video and image capture at events and in the successful and appropriate use of this material in marketing/social media campaigns (A/I)
- Awareness and understanding of the work of Liverpool Film Office, its remit and its brand (A/I/P)

### Desirable

- Awareness and understanding of Destination Marketing and how to develop Film Tourism as a new visitor economy growth opportunity



- Understanding of both b2b and b2c marketing
- Experienced in providing a high level of client service

## Skills/Abilities

### Essential

- Good knowledge of film & TV production industry, distribution and sales (A/I)
- Excellent communication and organisational skills (A/I)
- Excellent current working level of computer literacy (Microsoft applications, PowerPoint, E-mail, Internet, WordPress and Mailchimp) (A/I)

### Desirable

- A creative thinker with an understanding of marketing and a passion for digital marketing in business
- Ability to manage changing work priorities and deadlines and to balance competing workloads
- Ability to work in a team environment and to manage your own workload with minimum supervision
- Experience of supervising staff

## Commitment

### Essential

- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve skills (A/I)

## Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

## Other

## Essential

- You will thrive in a busy working environment and bring enthusiasm and ideas to the role (A/I)
- You will be passionate about film and TV, with a keen interest in the production process (A/I)