

## Job Description

<b>Job Title</b>	Digital and Social Media Marketing Executive
<b>Directorate</b>	Neighbourhoods and Housing
<b>Service Area</b>	Culture Liverpool / Liverpool City Region Destination Partnership (LCRDP)
<b>Grade</b>	4
<b>Competency Level</b>	1
<b>Salary</b>	£27,254 - £31,022
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not Applicable
<b>Job Evaluation Ref No</b>	

## Job Purpose

To provide digital, social marketing and administrative support to the Digital and Marketing Team through effective communication and marketing activity.

### Directly Responsible For:

Not Applicable



## Directly Responsible To:

Culture Liverpool Marketing Manager

## Main Areas of Responsibility:

- Support Culture Liverpool's and Liverpool City Region Destination Partnership's (LCRDP) digital and marketing strategy through the effective delivery of support functions for the team
- Assist the team with administrative and marketing support including, but not exhaustive to research, audience profiling and post campaign evaluation utilising relevant data analysis tools
- Assist the team with digital and traditional marketing campaigns to ensure Culture Liverpool / LCRDP and all its projects are profiled in the best possible way and where necessary identify areas for improvement
- Support the Digital and Marketing Managers to ensure that all funding Key Performance Indicators are achieved and reported accurately and in a timely manner
- Deliver a responsive service to incoming enquiries on social media channels and email mailboxes across relevant Culture Liverpool / LCRDP profiles and associated sub brands
- Proactively maintain and update websites on WordPress, e-newsletters on Mailchimp and Campaign Monitor and social media feeds as required, track data analytics and provide evaluation reports as required
- Write creative copy and proof creative copy as required for blog posts, news articles on relevant websites, social media posts and marketing materials such a flyers
- Assist in the creation of multimedia content using online tools such as Canva
- Maintain in-house image and video libraries
- Support the Digital and Marketing Managers in commissioning work from approved suppliers including printers and designers

- Assist in the management of partners and suppliers
- Attend and support events as and when required, including conferences, seminars and exhibitions. This will include core and non-core working hours and on occasion evenings and weekends
- Actively participate in the induction process to understand internal policies and procedures
- Actively engage and liaise with other internal departments

### **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
- Monitor financial performance and deliver within budget

### **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:**

- Attend indoor and outdoor events to promote Culture Liverpool's / LCRDP's programme of activities across social media channels during core and non-core working hours, including evenings and weekends. This may involve standing and walking for long periods of time

## 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 competency level 1.

[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

- A good standard of education (A)

## Experience

### Essential

- Experience of undertaking a similar role in the creative event / tourism sector (A,I)
- A strong comprehension of digital marketing principles and practices (A,I)
- A good understanding of WordPress and website management (A,I)
- A good understanding of email marketing tools including Mailchimp and Campaign Monitor (A,I)
- Experience of creating engaging multimedia content for web and social media platforms through the use of online tools such as CapCut and Canva (A,I,E)
- Ability to analyse and present data in a concise and informative way (A,I)

### Desirable

- Ability to work independently, taking responsibility for key tasks
- Ability to work in a team environment with minimum supervision

## Skills/Abilities

### Essential

- Excellent communication skills with the ability to write for a range of audiences (A,I)
- Excellent organisational skills with the ability to react quickly and decisively to changing work priorities and deadlines (A,I)
- Fully conversant in Microsoft applications including Word, Excel, PowerPoint and Outlook, and Google Suite including Google Drive and Google Analytics (A,I)
- Creative thinker (A,I)

### Desirable

- Excellent interpersonal skills with the ability to work with a range of internal and external people and suppliers
- Strong research skills and attention to detail

## Commitment

### Desirable

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