

## Job Description

<b>Job Title</b>	Marketing and Communications Officer
<b>Directorate</b>	Neighbourhoods and Housing
<b>Service Area</b>	Merseyside Sports Partnership (MSP)
<b>Grade</b>	6
<b>Competency Level</b>	2
<b>Salary</b>	£34,314 - £38,626
<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>	A8402

## Job Purpose

We're changing the story around movement, physical activity and sport. We believe that everyone, no matter who they are, should have the opportunity to be active. Because moving our bodies boosts our health and wellbeing like nothing else. It's essential for us all. Together with our partners we're designing physical activity back into life across Merseyside, and making sure that movement is accessible to everyone.

You will work to increase the profile, understanding and presence of Merseyside



Sports Partnership (MSP) and the role of an Active Partnership. You will lead on marketing and communications, taking responsibility for MSP's brand to make it strong, clear, recognised and respected. You will help to make sure we're seen as a 'go-to' partner: we understand the movement, physical activity and sport landscape across our region. We collaborate widely to support inclusive approaches. You will manage the organisation's digital marketing and communications for a range of audiences, helping to increase impact and efficiency of our marketing outputs. You will promote and elevate the profile of movement, physical activity and sport showcasing the impact and learning at local, regional and national levels by utilising a variety of communications tools and marketing techniques. Through internal communications, you will help support a more connected team with a consistent marketing and communications approach.

### **Directly Responsible For:**

Not applicable

### **Directly Responsible To:**

Partnership Manager

### **Main Areas of Responsibility:**

- Develop and deliver the organisation's Marketing and Communications Strategy
- Create and implement integrated communications plans to share MSP's work with wider system partners
- Embed inclusive practices into MSP's procedures to ensure all digital communications and assets are inclusive, accessible and representative of diverse communities
- Lead and manage the MSP website
- Manage and deliver our Social Media strategy, working to maximise the voice



for movement and physical activity and build relationships with partners and influencers through effective content plans and community management

- Lead on the development and implementation of effective marketing analytics to continually review and adapt digital marketing practices and content strategy across the organisation
- Identify opportunities to share MSP's messages or our learnings across Liverpool City Region and beyond
- Produce targeted monthly newsletters to key audiences
- Ensure the team are upskilled and confident to use marketing and communication to support their work
- Assist and support the team in the production of case studies, narrative and storytelling of the work and our learning (written and video) to demonstrate the impact of who we are and what we do
- Assist the team in identifying opportunities to create news articles or blogs that are relevant and interesting to partners and in line with our aims for both our channels and partner channels
- Support the team with other opportunities to ensure our communications are more inclusive (e.g. photography) or reach a wider audience
- Lead on content creation using the relevant software

## **Supervision and Management Responsibility:**

- No supervisory or line management 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 reuse and recycle resources to reduce personal impact
- Financial management of the marketing and communications budget

## **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities
- An unrelenting emphasis on diversity, inclusion, skills and behaviours to tackle the inequality gaps that exist within active lives

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

- Requirement to sit stationary and use a laptop for sustained 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 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

- Educated to a high level with relevant specialisms (A)
- Evidence of continuing professional development (A)

## Experience

### Essential

- Significant experience in a marketing / communications role (A,I)
- Working strategically across a range of priorities and connecting agendas (A,I, P)
- Working in complex stakeholder environments and working to build mutually beneficial relationships (A,I,P)
- Creating marketing and communication plans and supporting partners organisations in the production of theirs (A,I)
- Working with external agencies / suppliers and commissioning marketing material, design, photography and managing the print production process or development of publications (A)
- Understanding of the priorities and principles of Social Marketing and Social Media techniques (A)
- Taking the lead for the development and implementation of promotional campaigns (A,I,P)

- Actively working with media and communication organisations (A)
- Planning and managing budgets in a cost effective manner (A,I)
- Copywriting, producing press releases, newsletters, case studies and video coverage to demonstrate positive impact (A,I)
- Marketing analytics using various analytics platforms; (A,I)
- Management of social media channels (A)

## Desirable

- Knowledge of the impact of physical activity and inactivity on health and other outcomes
- Awareness of procurement policies

## Skills/Abilities

### Essential

- Pro-active with passion, drive, enthusiasm and creativity to explore new opportunities and make a difference to the lives of people and communities (A,I)
- The ability to make complex decisions independently and seek support where appropriate (A,I)
- Excellent interpersonal, written and verbal communication skills with an ability to build relationships (A)
- Strong personal skills that enable you to plan ahead as well as 'think on your feet' (A,I)
- Creative, with the ability to recognise and maximise all available opportunities for promotion and raising awareness Pro-active with passion, drive, enthusiasm and creativity to explore new opportunities and make a difference to the lives of people and communities (A,I)

- A self-starter with the ability to work in a team (A,I)

## **Desirable**

- A high-level understanding of the inequalities that exist and the barriers affecting under-represented groups in movement, sport and physical activity

## **Commitment**

### **Essential**

- Ability to understand and demonstrate a commitment to equality and diversity (A)
- An understanding of and personal commitment to Equal Opportunities (A)
- A commitment to training and taking ownership for self-development (A)

## **Desirable**

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

## **Other**

### **Essential**

- Willingness to frequently travel outside of office hours to attend meetings, conferences, networking events etc. (A)