

Functional Support



Position	Marketing Officer
Reports To	Marketing Manager

PURPOSE
To support the marketing manager in the delivery of the corporate RTC marketing plan and delivery of activity as required across North East, North West and Yorkshire

DESCRIPTION
<ul style="list-style-type: none">• CRM Updates• Chase clients for paperwork• Maintaining external registers of experts• Administrative support for Head of Function• Creation of press releases and distribute to media• Maintain a case study pipeline• Produce case study videos• Organise and attend photoshoots• Creation of blogs• Produce reports from Google Analytics, Click Dimensions and Social Media• Purchase orders• Room & event bookings• Liaise with RTC colleagues for good news stories

This is a full time, permanent post and may include other duties not specified above

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Specific Requirements

	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none"> Educated to degree level or equivalent in marketing/journalism or public relations 	
Skills/Training	<ul style="list-style-type: none"> Competent in use of Google Analytics Competent in the use of social media paid for advertising campaigns Competent at creating and distributing e- mailers Ability to update websites with content 	<ul style="list-style-type: none"> Photography SEO knowledge
Experience	<ul style="list-style-type: none"> Experience in a marketing role with evidence of the ability to work dynamically, independently and as part of a team A good understanding and experience of successfully using Social Media for marketing Developed knowledge of successful marketing networks and approaches Ability to work on own initiative 	<ul style="list-style-type: none"> Some knowledge or experience of European Regional Development Funds branding requirements would be an advantage
Other	<ul style="list-style-type: none"> A full driving licence and willingness to travel and work outside normal business hours with occasional overnight stays 	

MINIMUM COMPETENCY LEVELS REQUIRED		
Teamworking	Level 2 A good team player and rapport-builder	<ul style="list-style-type: none"> • Recognises when help is needed and willingly offers support • Accepts responsibility for team objectives and is willing to offer suggestions based on factual information • Has a positive view of the team and can adjust style depending on audience • Is credible and accepts that others have a valid point of view and shows respect for others' intelligence • Passes relevant leads to other programmes
Organisation	Level 2 Plans specific activities effectively	<ul style="list-style-type: none"> • Plans time effectively – develops clear and realistic timeframes • Takes follow up action when required • Priorities/re-prioritises work appropriately • Monitors work activity against plan and takes remedial action when necessary to deliver what is required on time • Co-ordinates and organises others
Building Trust	Level 1 Demonstrates respect and honesty	<ul style="list-style-type: none"> • Is fair, consistent, open, and honest in the treatment of others • Only gives commitments that can be met and ensures these are honoured • Has respect for the knowledge and experience of others and listens to their concerns • Consistently treats others in the same way as they would like to be treated • Is approachable and patient • Is aware of the feelings of others • Quality obsessed – ensures that all data gathered and input onto relevant systems is complete and accurate
Embracing Change	Level 2 Responds positively to change	<ul style="list-style-type: none"> • Responds enthusiastically to new ways of working, including looking at alternative solutions and looks for self-development opportunities • Applies previous knowledge and experience to determine final solution • Finds ways to build on changes and personalise for own area • Can move from one project to another without being fazed • Open-minded and accepts change which challenges established ways of working • Understands client needs and identifies potential barriers and solutions to overcome them

HOW TO APPLY

If you feel you have the necessary skills and experience to undertake this job, please forward your C.V. and cover letter to mica.macinnes@rtcnorth.co.uk