**DESTINATION CHESTERFIELD MARKETING ASSISTANT**

**JOB DESCRIPTION AND PERSON SPECIFICATION**

**Contract:** Permanent, part-time (21 hours per week)
**Based at:** Chesterfield with agile working. Additional travel may be required around Chesterfield and North Derbyshire

**Salary:** £13,500 (£22,500 FTE) per annum

**1. MAIN PURPOSE OF THE ROLE**

To deliver marketing support for campaigns to promote Chesterfield as a destination to work, live, and experience, in line with Destination Chesterfield’s plan and objectives.

**2. POSITION IN ORGANISATION**

* Reports to the Marketing Campaigns Executive.
* Day-to-day liaison with the colleagues and customers.

**3. DUTIES AND KEY RESPONSIBILITIES**

* To support the delivery of promotional campaigns to promote Chesterfield as a place to invest, live, work and visit.
* Creating and updating content on the chesterfield.co.uk website. Ensuring that the site is up to date, has engaging unique content and search engine optimisation is maximised.
* Day to day management of the Destination Chesterfield social media channels, including, development of plans, creation of content, monitoring channels and engaging with customers.
* To deliver marketing activity in relation to Chesterfield Champions and commercial events.
* Deliver social listening across all social media channels, engaging with businesses and customers, discovering new products, and encouraging user generated content.
* Deliver e-marketing campaigns. This will include creating and delivering customer flow campaigns, managing databases and monitoring success.
* Monitoring and preparing reports to highlight the success of campaigns.
* To support the Marketing Campaigns Executive to deliver marketing support on a range of skills initiatives.
* To represent Destination Chesterfield at events, board meetings and other occasions as required.
* To carry out any other reasonable duties as directed.

**4. PERSON SPECIFICATION**

|  |  |  |
| --- | --- | --- |
| **Knowledge*** Knowledge of marketing or tourism
* Knowledge of online and digital marketing
* Knowledge of creating and editing photography and video content
* Good knowledge of Chesterfield
 |  essentialessential     |    desirable desirable   |
| **Experience*** Experience of delivering marketing campaigns
* Demonstrable experience in place marketing or similar
* Experience of planning and delivering of social media activity for a business
* Experience of updating a website including SEO, content creation and monitoring success
* Experience of preparing and delivering Email marketing
* Experience of engaging with customers in person and online
 |         essential |  desirabledesirabledesirabledesirable desirable  |
| **Skills and abilities*** Excellent organisational and administration skills
* Strong communication (written & oral skills)
* Strong drive for results and a high level of resilience
* Highly motivated - can work as part of a team and independently
* Excellent writing skills
* The ability to check eligibility documentation for accuracy
* High level of skill in Microsoft Office and Cloud based applications
 | essentialessentialessentialessentialessentialessentialessential |            |
| **Personal attributes*** Takes responsibility
* Celebrates and is proud of success
* Supports others and works well with a team
* Creative and challenges tradition
* Must be dependable and reliable
* Must be able to work under own initiative
* Willing to travel
* Must be prepared to work flexibly in terms of working hours
 |  essentialessentialessentialessentialessentialessentialessentialessential  |  |

**5. ADDITIONAL INFORMATION**

This role is eligible to participate in the Chamber’s agile working policy.

Employee name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

