**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 | essential  essential | 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 | desirable  desirable  desirable  desirable    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 | essential  essential  essential  essential  essential  essential  essential |  |
| **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 | essential  essential  essential  essential  essential  essential essential  essential |  |

**5. ADDITIONAL INFORMATION**

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

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

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

A logo with text on it

Description automatically generated