

ROLE PROFILE

Role: **Administrator - Marketing & Communications**

Reports To: Marketing & Communications Executive

Location: Office based

This role profile consists of two sections

1. The **Job Specification** that describes the ELIGIBILITY criteria needed to be successful in the role, the qualifications and experience factors.
2. The **Person Specification** that describes the SUITABILITY factors needed to be successful in the role, the behavioural and competence requirements.

The role profile can be used to recruit new people into the organisation or as a yardstick for developing people already employed within the business. In this case additional pages that cover the subjects of the Personal Development Plan and the Competencies report for the individual need to be considered. These are part of the Personal Development and Review process. This Role Profile does not form part of the employment contract and may be changed from time to time to meet the changing needs of the business.

Job Specification

Role Purpose:

To assist with general administrative support, run targeted marketing projects and on-line website development.

Business Outcomes:

As a consequence of the role the expected business outcomes are as follows. These form part of the strategic Key Performance Indicators for the business and progress against these targets is reviewed monthly at Management Operations Meetings

- Marketing materials are in line with strategic plans
- Marketing campaigns are delivered efficiently and to deadlines
- Budgets are controlled and accurate
- ECITB web sites are kept up to date, content is controlled and style is consistent

Key Responsibilities:

1. Support the Marketing and Communications Executive in the delivery of strategy, brand and communications programmes as required.
2. Assist in the development of marketing materials and distribution for all departments, ensuring that the marketing materials produced are in line with strategic plans, delivered on time and to budget.
3. Carry out the management and evaluation of marketing and communication campaigns

4. Carry out all administrative support (keeping of accounts/databases/filing) for the department and track all expenditure/process invoices.
5. Initiate, maintain and develop all ECITB websites.
6. Campaign management for specific departments.
7. Contribute to writing marketing plans for specific departments.
8. Assist and work with the external web agency to monitor, update and develop ECITB's web presence. ,
9. Actively support good communication processes and develop maintain internal/external communications (intranet/newsletters).
10. Assist with external/internal promotional activities including exhibitions/open days
11. Liaison with external service providers regarding web sites, marketing campaigns, and other external bodies appropriate to the role
12. Build good internal and external relationships with both staff and stakeholders
13. Other duties as may reasonably be assigned to you from time to time

Key Accountabilities:

These describe the deliverables and reports that need to be produced on a monthly basis that form an additional part of the management process of the business. (The precise format has to be agreed but these areas will need to be reported monthly)

1. Monthly reports and statistics as may be requested.

Managerial or leadership responsibilities

The role has no responsibility for coordinating the efforts and results of others except for those people who are new to the business and are assigned to the jobholder for basic induction training.

Role Dimensions

Post is office-based and travel is not a dominant feature of the role. However, occasional travel and overnight stays may be a requirement from time to time.

Person Specification

This section sets out the experience, behaviours and competencies that are required for successful delivery of the role.

Experience and Skill specification

1. At least 2 years work experience with a CIM Certificate in Marketing or a degree in Marketing/Communications with some basic work experience/campaign management is desirable. IT literacy is essential.
2. Previous experience in website design or the aptitude and interest in developing key skills associated in this area e.g.: online marketing skills, copywriting for the web
3. Good self starter, with the ability to work well in a fast paced environment
4. Excellent planning, project management skills and implementation skills
5. Excellent verbal and written communication skills
6. Strong interpersonal skills and demonstrable ability to build strong relationships

7. Strong marketing evaluation skills to solve issues and suggest improvements
8. Flexible approach to work at all levels and take responsibility for all administrative support activities.
9. Willingness to travel - must have valid driving licence and car

Behavioural demands of the role:

It is helpful if the post holder can identify with these behaviours, as the role is likely to require them.

- Results focused
- Authority to carry out responsibilities
- Expedites action
- Challenging assignments
- Accuracy
- Good communicator
- Diplomacy & cooperation
- Problem solving
- Effective time management

Competencies:

These are required to be successful in this role. A measurement system to determine the extent to which these exist for any individual is available as part of the overall personal development process.

1 Functional Acumen

Having the skills, knowledge and abilities necessary to be effective in the specific technical content of a job. Being technically required for the job. Having the necessary education, training or experience to do the job well. Regularly maintains and improves his/her technical knowledge and skills to continue to be effective in his/her job

2 Delivering Results

Maintaining a high level of commitment to personally getting things done. Personal responsibility is assumed for achieving outcomes and work effectively with little direction. Is dependable and responsible.

3 Planning and Organising

Effectively organising and planning work according to organisational needs by defining objectives and anticipating needs and priorities. Good time management skills to handle several projects simultaneously. Achieve goals and deadlines.

4 Interpersonal Communication

Communicating clearly and effectively in an informal and formal manner with people inside and outside of the organisation. Able to listen effectively and develop rapport with others. Able to articulate thoughts and ideas clearly, and present information in a straightforward and logical way, ensuring that it is understood. Information is shared with others that will improve overall work progress. Communication is truthful and constructive.

5 Customer Focus

Recognising and understanding customer needs and delivering service that exceeds customer expectations. Listens to and values customer suggestions and feedback. Actively promotes the fulfilment of customer needs within his/her group and the organisation as a whole