

Job description

Promotions Officer

Immediate team	Leisure, The Beacon
Service team	Corporate Strategy
Line manager's job title	Beacon Team Leader
Number of direct reports	0
Salary and grade	£20,578 per year, Grade 3
Duration of role	Permanent
Hours per week	37
Location	The Beacon, Wantage, Oxfordshire
Employing council	Vale
Probationary period	Six months
Notice period	One month
Annualised hours apply	Yes
DBS check required	Yes
Date job description updated	15/06/2017

About the role and what we're looking for

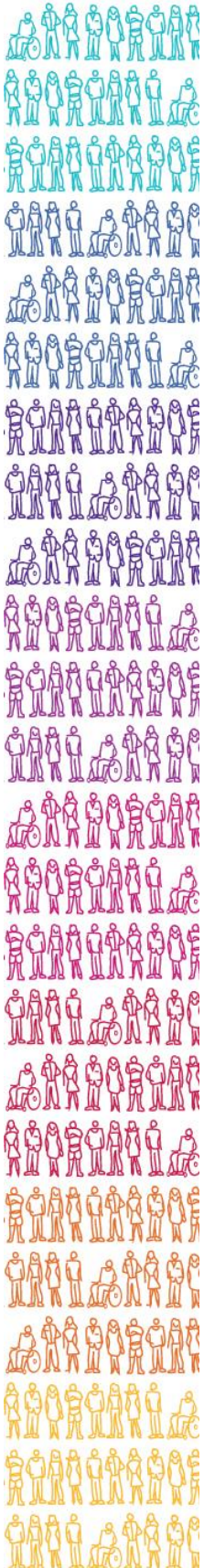
Job purpose

To ensure the effective marketing and promotion of The Beacon. The post holder will be responsible for conducting extensive market research and developing marketing materials that are innovative and professional. They will effectively and imaginatively promote the facility and its activities to ensure maximum usage by a wide a range of the community.

Main duties and responsibilities

- use a range of marketing and communication tools to maximise income, by increasing attendances at events and increasing the choice of activities on offer
- develop, implement and review the Beacon marketing plan as part of the facilities overall business plan, in conjunction with the team leader
- develop positive working relationships with local media to promote the facility and its activities through press releases and briefings, editorials, listings and advertising
- plan a varied and engaging programme of events for The Beacon that meets the needs of the community
- plan the film screenings for the monthly cinema events
- identify ways to increase awareness of The Beacon and promote its identity as a brand and ensure it remains a focal point of the town
- develop, design and manage the production of a range of leaflets, brochures and other publicity to promote The Beacon programmes, activities and events





- manage the marketing and promotion budget for The Beacon and review the impact of marketing initiatives on income
- manage and further develop The Beacon website, e-newsletter and social media accounts
- support The Beacon team in day to day running of the facility when required, such as taking bookings, helping in setting up rooms or serving in the coffee shop and bar
- attend events to promote local awareness of the Beacon brand and facility
- create regular user and non-user surveys in line with business requirements

The duties may vary from time to time without changing the nature of the post or the level of responsibility and the post holder may also be required to carry out any other duties appropriate to the grading of the post.

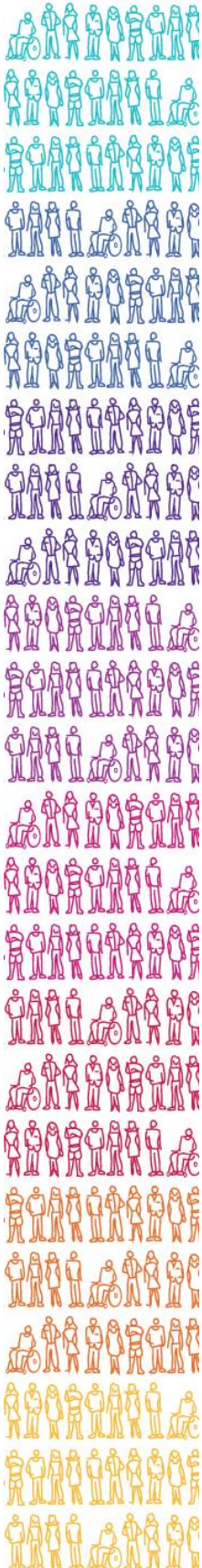
About you

Your essential skills, knowledge and experience

- Minimum of 1 years' experience working in marketing, promotions or communications
- Excellent written and verbal communication skills
- Experience of marketing and promotions using social media to achieve maximum impact
- Good IT skills including Microsoft word, excel, power point, email, use of internet and use of electronic booking systems
- Ability to work under pressure, prioritise workload and meet deadlines, with limited supervision
- Sound financial accounting skills, together with the proven ability to effectively manage budgets
- An ability and willingness to use your initiative to work effectively as an individual and as part of a busy and committed team
- Understanding of health and safety procedures and risk assessments
- Experience of managing and coordinating events and activities
- Experience of gathering feedback and analysing evaluation data
- Negotiation and influencing skills

Your essential qualifications

- 3 GCSEs including Maths and English at Grades A – C or an equivalent level of qualification or experience



If you have the following experience or qualifications – it's a bonus

- Knowledge of licensing laws, including alcohol, gambling and performances
- Partnership skills including the ability to consult and liaise effectively, and to build relationships and networks
- Knowledge and understanding of working in a local government setting

Your style and behaviours

- Work flexible shifts including evenings and weekends
- A creative and imaginative approach to marketing and promoting a community venue and its activities
- An enthusiastic and proactive approach to work ,with a friendly welcoming manner and an ability to work with a wide variety of people
- Commitment to customer service and continuous improvement
- Commitment to valuing diversity and equality; respecting customers and colleagues in all relationships and service delivery

About us

Our vision and values are important to the councils and we expect you to support them and embed them in the way we work.



VISION
AND
VALUES

Our vision

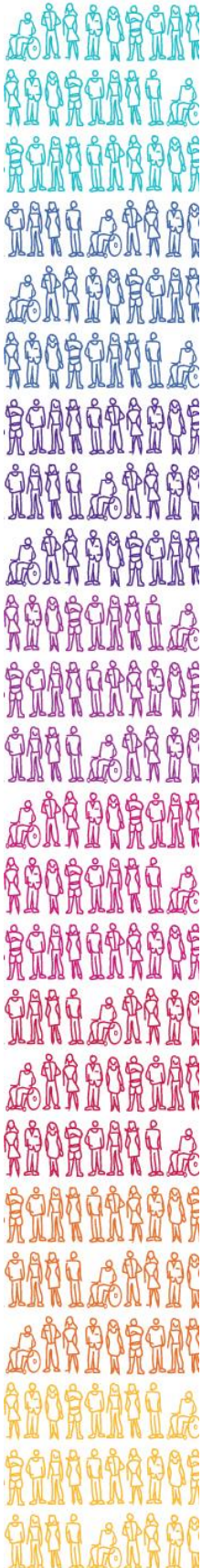
We are seen as being customer-focussed, approachable and business-like. We are honest and open and are renowned for providing high quality cost effective services.

Our values

- We act with integrity and show respect
- We are all accountable
- We are passionate about our business
- We strive for simplicity
- We love success

The benefits we offer

- A basic 23 days **annual leave** per annum, rising to 28 days after five years. You also have all the bank holidays to look forward to and time off between Christmas and New Year.
- **Flexible working and annualised hours** – a flexible approach to work that our employees love!



- **Salary pay awards** – most jobs give scope for a pay increase after six months or the following April (depending on your start date) and we also review salaries each April.
- A generous career average **pension** scheme which includes life insurance of three times your salary
- No car park costs as there's ample **free parking**
- A **childcare voucher** scheme which parents appreciate
- The opportunity to **purchase a bike** through Cyclescheme (cheaper than directly through a store) so that you can cycle to work!
- A salary sacrifice **car lease scheme** – a fully inclusive driving package for a fixed monthly cost
- Various schemes to **keep you healthy** (reduced gym membership, free swims, contributory medical schemes, wellbeing appointments, free eye tests for DSE users, after work sports clubs and more)
- We give you two days per year to **volunteer** within the local community.

How to apply

Having read about our role if you have any questions please contact Jo Paterson on 01235 422253 or email jo.paterson@southandvale.gov.uk

If this job excites you please complete our online application at www.southoxon.gov.uk/jobs. We look forward to hearing from you.