



**North Kesteven**  
DISTRICT COUNCIL

SUPPORTING INFORMATION FOR THE POST OF  
**Marketing and Promotion Graduate**

September 2019

## **Marketing and Promotion Graduate**

### **B1 (Grade 3)**

**£21,589 - £22,911 per annum**

An exciting opportunity has arisen within the Economic Development Team at North Kesteven District Council for a Graduate (Marketing and Promotion) on a two-year fixed term contract. This is an ideal opportunity for someone to gain experience and practical knowledge of delivering Marketing and Promotion, working primarily within the economic development sphere.

Economic Development is a high profile and performing team within the authority, being at the heart of a number of significant activities, successfully delivering a wide range of services to its customers. Work of the team is focused on growth and development with a strong emphasis on supporting businesses, creating and safeguarding jobs, attracting and securing investment and delivering regeneration and commercial projects to improve the economic prosperity of the area.

The graduate will report into the Economic Development Manager with responsibility for shaping and implementing the promotion and branding of Sleaford. Additionally they will work closely with the corporate Communications Team to support the wider marketing and promotional activities of the broader Council.

Key activities of the job include:

- Implementing the Sleaford Brand and its adoption for use by stakeholders in the town
- Developing the Business NK website
- Delivering communications plans specific to the Economic Development service and broader Council
- Developing a strategy and programme for promotional events & exhibitions
- Promotion and marketing of project work across the Economic Development and Council sphere
- Developing a dynamic social media presence and level of engagement, in line with the Council's Social Media Strategy
- Working closely with the Council's corporate Communications and Design teams in the execution of all activities.

This is a fantastic opportunity for a graduate with a degree in marketing or public relations, who wants to translate the theory they have learnt during higher education to a practical work environment.

This is an interesting and varied role that requires a customer-focused, enthusiastic, highly-organised, professional and adaptable individual. The ideal candidate will be competent in prioritising their workload and self-motivated. They would have some experience of working with customers and should have an ability to communicate effectively. In return we can offer flexible working arrangements and a generous holiday entitlement.

For an informal discussion, please contact Michelle Tasker Principal Economic Development Officer on 01529 308177 or Alan Gray, Economic Development Manager on 01529 308170.

**Closing date for applications: 2<sup>nd</sup> October 2019**

**Interview date: 9<sup>th</sup> October 2019**

Dear Applicant,

Vacant Post: **Marketing and Promotions Graduate**

Thank you for your interest in the above post.

The post will be based in the Development, Economic and Cultural Services Division.

Please ensure that you complete all sections of the application form fully. CVs are not accepted. When filling in your application form, please study the Generic Role Profile carefully. If you do not demonstrate on the form that you fulfil the criteria for the position, you are unlikely to be successful in your application.

The closing date for applications is **2 October 2019**

Interviews will be held on **9 October 2019**

Yours faithfully,

Kim Bollons  
**HR Advisor**

## **GENERIC ROLE PROFILE**

**POST TITLE: Marketing and Promotions Graduate**

**Technical & Service Delivery B1 - Generic Role Profile**

### **JOB PURPOSE:**

To apply technical skills and knowledge across the service ensuring a high standard of customer service and to support the delivery of the NK Plan

### **PRINCIPAL DUTIES & RESPONSIBILITIES:**

- To provide a service-specific advice and support to colleagues and customers
- To provide instruction and guidance to colleagues as required
- Follow established procedures to ensure adequate resources are available to meet the needs of the service as appropriate
- Respond and resolve enquiries or problems, judging when to pass more difficult problems on to more senior officers
- Provide assistance in rectifying service-specific problems, liaising with other teams and/or partners as appropriate
- Contribute to the development of improved methods/techniques/equipment and/or systems
- Undertake routine financial and data processing, including raising orders and requisitions, checking and maintaining stock in accordance with approved relevant procedures, ensuring security is maintained
- Collate, record, store and retrieve information including confidential and sensitive information
- Work with line manager to plan and prioritise own workload to ensure operational efficiency, responding to new demands
- Receive and respond to general enquiries from customers (external and/or internal), referring requests outside of one's own knowledge base/responsibility to the appropriate person/area in order to provide an efficient and effective service
- Monitor and maintain a safe working environment for self and others
- Promote a positive image of the service area and the Council as a whole
- Ensure effective communication with Councillors and team members at all levels

- To lead by example by embracing and living the organisation's values and behaviours
- To undertake such other duties as may be determined from time to time, within the general scope and commensurate with the grade of the post. Duties outside the scope of the post may be undertaken with the consent of the post holder

### **KNOWLEDGE, SKILLS & EXPERIENCE**

- Either academic or vocational qualifications
- Or
- Equivalent work experience in a comparable setting
- Numeracy, literacy and IT skills as appropriate
- Working knowledge of relevant systems/equipment/processes
- Initiative and judgement to resolve problems independently
- Ability to communicate clearly through multiple channels
- Understanding of relevant legislation, policies and procedures
- Ability to assess data and information and to identify problems
- Skills in influencing colleagues, customers and partners

### **OUR COMMITMENT:**

NKDC is a people-focussed, honest and high-performing organisation, which utilises teamwork to deliver a professional service to our customers and partners and in making positive contributions in support of a District of Flourishing Communities. All our employees are supported to manage their workload, take responsibility, be proactive about their own development, to work effectively with others, and to meet our customers' needs; and where relevant are supported to be effective managers and leaders. We expect all employees and volunteers to comply with all current legislation, Council Policy and procedures including but not limited to duties defined in the Health and Safety at Work etc Act 1974, the Council's Health and Safety Policy, and any specific Council policies as appropriate to their role.

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all employees and volunteers to share this commitment. All employees who come into contact with children, young people and adults at risk are expected to comply with all requirements detailed within the Safeguarding Policy.

We work closely with Union representatives to help ensure approaches and solutions adopted are fair and equitable across our workforce. All employees have the right to join a trade union and to take part in its activities. All employees also have the right not to belong to a trade union.

### **MANDATORY JOB REQUIREMENTS**

Degree in relevant subject area e.g. Marketing or Promotion

## **MAIN TERMS AND CONDITIONS OF APPOINTMENT**

Post of: **Marketing and Promotions Graduate**

### **Salary**

£21,589 - £22,911 per annum (subject to job evaluation)

### **Hours of Work**

The hours of work are 37 per week. A scheme of flexible working hours is in operation whereby, within prescribed limits, an individual's precise working hours are left to his/her own choosing.

### **Holidays**

Annual holiday entitlement is 25 days, pro rata (30 days, pro rata, after 5 years service in Local Government), plus a further 8 bank and public days, pro rata

### **Health Scheme**

Subject to certain qualifying criteria, you will receive membership of a Cash Plan Health Scheme

### **Pension**

This is a Local Government Pension Scheme.

**CLOSING DATE FOR APPLICATIONS IS 2 OCTOBER 2019**

**INTERVIEWS WILL TAKE PLACE ON 9 OCTOBER 2019**