

| | |
|------------------------|---|
| Directorate: | Children, Young People and Education |
| Unit/Section: | Community Learning and Skills (CLS) |
| Location: | Sittingbourne |
| Grade: | KR5 |
| Responsible to: | Head of Marketing & Sales |

Purpose of the Job:

Provide full administrative and marketing support for the Head of Marketing & Sales (SMT member) and the whole CLS marketing team to enable achievement of marketing objectives and effective monitoring of marketing activities.

Main duties and responsibilities:

1. Process, maintain and monitor a range of financial processes, including the preparation of invoices for payment, raising of invoices and supporting budget managers to ensure that budgets are monitored and controlled in line with KCC and CLS accounting procedures.
2. Organise the production, sourcing and distribution of all marketing materials to set milestones ensuring campaigns are deployed as agreed.
3. Support colleagues in the marketing team across the disciplines, including proof reading, web updates, typing documents and collation of data for evaluation of campaigns to enable effective marketing activity.
4. Support the day-to-day administrative functions of the team, such as the processing of mail, the development and maintenance of office systems, arranging meetings, taking minutes of meetings, dealing with phone calls and visitors and preparing routine correspondence and documents to ensure the smooth running of the team
5. Support the manager in the administration of personnel procedures, such as annual leave, as appropriate to help ensure that policies are adhered to.
6. Operate as liaison with colleagues in CLS, KCC and external partners to enable effective communication within the marketing team.

Kent County Council

Person Specification: Marketing Executive

| CRITERIA | |
|----------------------------|--|
| Qualifications | <ul style="list-style-type: none"> • A good standard of English and Mathematics to GCSE A-C grade or equivalent • ECDL or equivalent IT qualification or can demonstrate equivalent level of skill. |
| Experience | <ul style="list-style-type: none"> • Experience of working in a marketing environment. • Experience of budget monitoring and purchasing systems. • Experience of working to deadlines and responding to short term challenges. • Experience of dealing with staff at a number of levels in an organisation |
| Skills and Abilities | <ul style="list-style-type: none"> • Ability to use standard MS office software and graphic design packages. • Effective planning and organisation skills • Able to work on own and in a team. • Ability to listen and communicate effectively to colleagues and internal customers. • Well-developed literacy skills. • Ability to develop relationships with people and develop partnerships. • Ability to use a professional approach and use appropriate tools. • Ability to deliver agreed outcomes and deliver to timescales |
| Knowledge | <ul style="list-style-type: none"> • Basic knowledge of marketing principles and practice. • Knowledge of business administration systems and processes • Awareness of Data Protection and confidentiality issues. |
| Behaviours and Kent Values | <ul style="list-style-type: none"> • People and partnerships • Tools and professionalism • Outcomes and delivery • Open • Invite Contribution and Challenge • Accountable |