

Department:	Public Health
Job Title:	Assistant Marketing and Insight Officer
Grade:	Grade 8 - £21,591 - £23,838 (pay award pending)
Post Number:	PH0177
Service/Section:	Leicester-Shire & Rutland Sport
Base/Location:	SportPark, Loughborough University
Responsible To:	
Responsible For:	Assisting with the delivery of Leicester-Shire and Rutland Sport's (LRS) Marketing and Communications and Insight plans.
Key Relationships/ Liaison with:	Officers, partners and key stakeholders of LRS. Local and Regional agencies.

Job Purpose
To support the development of LRS' marketing and insight work. To assist with the coordination and delivery of marketing and communication activities and provide the LRS team and partners with a better understanding of the place and communities it serves.

Main Duties and Responsibilities	
	Insight
1.	Assist with the delivery of the LRS Insight Plan involving data collection, processing and monitoring to support the planning, delivery, and evaluation of LRS projects, programmes and initiatives.
2.	Undertake required fieldwork with the communities of Leicestershire, Leicester and Rutland, utilising primary and secondary research methods to establish local sport and physical activity needs.
3.	Implement a monitoring and evaluation framework across LRS to ensure a consistent approach to data collection and to measure the impact of LRS projects and programmes.
4.	Help identify training needs and support the LRS team and partners to use insight and data tools appropriately to support project planning, evidence-based decision making and the production of high quality grant applications to potential future funding partners.

5.	Use a variety of different packages and databases for processing, using and presenting data in a user-friendly format for non-data specialists.
6.	Assist with the content management of LRS' websites and SportSuite Modules including creating surveys and delivering elements of the National SportSuite Plan e.g. uploading and sharing content, refreshing guidance and facilitating shared practice events.
7.	Manage and distribute a range of surveys, including an external partner survey and customer questionnaires to help the LRS team to continually improve the quality of service that it offers.
8.	Marketing and Communications Assist with the delivery of the LRS Marketing and Communications Plan to effectively market LRS' and partner organisations' projects, programmes and campaigns
9.	Responsible for content creation and scheduling across LRS' social media platforms including Facebook, Twitter, Instagram and LinkedIn
10.	Create and utilise the effective use of digital marketing tools i.e. newsletters, videos, infographics, to engage LRS' audiences.
11.	Utilise all available information to assist the team to respond and tailor marketing messages appropriately to specific target audiences.
12.	Promote the benefits of regular physical activity and sport by producing high quality information in a variety of formats through developing and sharing case studies, features and articles including reports, presentations and case studies. Support the dissemination of the learning, value and impact of our work and that of our partners online through a variety of mediums.
13.	Be aware and committed to the Equal Opportunities/Safeguarding principles and practices adopted by LRS.
14.	Responsible for protecting and managing information securely, and reporting breaches or suspected information security breaches, in line with Council policies.
15.	Undertake other duties commensurate with the skills and experience of the postholder.

GENERAL

Be aware of and committed to the equal opportunity/safeguarding principles and practices adopted by LRS.

Follow LRS policies and procedures in relation to other matters eg. Health & Safety, procurement.

Responsible for protecting and managing information securely, and reporting breaches or suspected information security breaches, in line with Council policies. Ensure compliance with the General Data Protection Regulations (GDPR).

To ensure the development and delivery of initiatives comply with the safe, fair and customer focused principles and practices identified in the Leicester-Shire & Rutland Sport & Physical Activity & Sport Strategy.

Special Factors

- The nature of the work may involve the postholder carrying out work outside of normal working hours.
- The postholder may be required to attend, from time to time, training courses, conferences, seminars or other meetings as required by his/her own training needs and the needs of the service.
- Expenses will be paid in accordance with the Local Conditions of Service.
- The postholder must be able to travel independently throughout the LRS area.

This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the job.

Leicestershire County Council is seeking to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a suitable disabled candidate.

Date Prepared/Revised: September 2020

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	Essential	Desirable	How assessed
<u>Qualifications</u>			
Educated to level 4 (equivalent of Higher National Diploma) or the ability to demonstrate experience and ongoing continuing professional development.	✓		Doc/App
<u>Experience</u>			
Using marketing and communication methods to promote a product, programme or activity	✓		App/Int
Experience of monitoring and evaluation projects or programmes	✓		App/Int
Experience of project or programme co-ordination	✓		App/Int
<u>Knowledge</u>			
Knowledge and understanding of national and local sport and physical activity policy		✓	App/Int
Awareness of latest developments relating to research, insight and data specifically in the fields of sport, physical activity and health	✓		App/Int

<u>Skills and Competencies</u>			
Research, analytical and problem solving skills	✓		App/Int
Good written and verbal communication skills	✓		Int
Excellent organisational, planning and presentation skills	✓		App/Int
Using website and social media management systems		✓	App/Int
Creative writing experience. Ability to write and present material in a variety of contexts so that it is readily understood	✓		App/Int/ Test
Computer literate, inc. intermediate to advanced knowledge and application of Microsoft Word and excel, analytical and survey tools. Use of Powerpoint, Outlook, Picture Manager (or equivalent)	✓		App/Int/ Test
<u>Attitude & Temperament</u>			
Demonstrates professionalism at all times	✓		Int
Is a self starter and can work on own initiative as well as in a team environment	✓		Int/App
Had good interpersonal skills, with the capability to communicate effectively with professional staff.	✓		Int/App
<u>General Circumstances</u>			
Is able to travel around the County economically.	✓		Int/App
<u>Other Requirements</u>			
An understanding of, and commitment to Equal Opportunities, and the ability to apply this to all situations.	✓		App/Int
Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the provisions of the Equality Act 2010	✓		Med

Key: App = Application Form Test = Test Int = Interview		Pre = Presentation Med = Medical Questionnaire Dc = Documentary Evidence (E.g., Certificates)
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