

Job summary



Role title: Promotions and Engagement Assistant
Department: Community Centres

General description of role

To undertake communications, marketing and engagement activities that promote the community centres as vibrant, multi-purpose centres.

To increase the profile, and therefore the reach within the community, of the community centres. Support the coordination of marketing and communications activity, helping to create high quality content and copy for each of the three centres. Grow social media engagement and reach. Support the development and delivery of engagement activities, for example focus groups, ideas boards, volunteer participation, that ensure the centres are user-led.

To support the Community Centres Team Leader in developing and pursuing communications and engagement work across the centres and within the Community Partnerships service more broadly.

Top ten duties / responsibilities of role

1. Producing and scheduling creative and exciting social media content (Facebook, Twitter and Instagram) that will appeal to our target audiences and deliver key messages. Monitor community centre channels and deal with comments and enquiries. This will include managing the community centre social media calendar.
2. To complete timely reports on social media engagement and other communications activities.
3. To ensure the content relating to the Community Centres on the Council's website is up to date, of good quality and engaging. Content should reflect key events and activities. You will receive training on updating the website and be directly responsible for updating content, as signed off by the Team Leader and Communications.
4. To provide assistance with brochures and marketing materials e.g. posters and flyers for the Centres where requested and capacity allows.
5. To place localised adverts in relevant local media and on local platforms in line with the communications plan and under the direction of the Team Leader. This will include promotion of room hire and of volunteering, as well as centre based activities.

6. To maintain and strengthen the established community centre brand by ensuring all communications consistently reflect the agreed key messages and brand guidelines. This includes overseeing the ongoing application of the brand across all community centre channels and ensuring alignment with the wider Council's branding.
7. To work with the team leader and centre managers on user, resident and volunteer engagement activities. Promote local involvement in shaping and running the centres through volunteering, engagement and participation. Supporting them to run these activities in a way that engenders community spirit and generates ideas that can be taken forward.
8. To operate within agreed budgets for marketing and communications activities, keeping records of spend and commitments and ensuring timely reporting and a focus on value for money.
9. To maintain strong liaison and close partnership working with each of the Centres, the Communications team, other parts of the Council and wider external community partners.
10. Represent the community centres at internal and external events, partnership activities, and outreach opportunities, including gathering community feedback and insights to inform service development and promotional approaches.
11. Maintain an organised library of images and media assets for ongoing use in marketing and reporting.
12. To carry out such other duties as may be required as appropriate to the grade. To provide flexible cover at any of the three community centres when required.

Person specification

Role title: Promotions and Engagement Assistant
Department: Community Centres

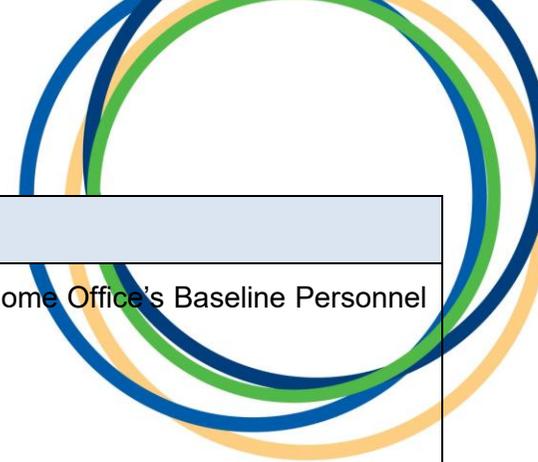


Selection and Interview Criteria	Criteria importance E = Essential P = Preferred
Qualifications	
A marketing-related qualification	P
Experience and achievements	
One year's experience in a marketing or communications role	P
Experience of creating marketing or communications plans and evaluating them	E
Experience of using digital communications channels, including social media (Twitter, Facebook and Instagram) to effectively reach a range of audiences	E
Experience of using design packages such as Photoshop and/or InDesign	P
Role required competencies and behaviours	
An interest in and aptitude for marketing and communications work	E
Excellent communication skills; able to articulate clearly verbally and in writing to a variety of audiences	E
Good attention to detail	E
Strong organisational skills, able to manage a busy workload	E
Motivated and pro-active, able to carry out tasks on own initiative	E
Excellent inter-personal skills and able to build positive working relationships with a wide range of people	E
Creative flair	E
Able to collate, analyse and interpret data and pull out key information	E
An active interest in communities	P
Corporately required personal qualities and behaviours	
Innovative	E
Supportive	E
Flexible	E
Positive	E

Summary of employment package

<p>Place of work</p>	<p>The role will be primarily based at Town Hall, Reigate. The post holder will also work frequently at the three community centres.</p> <p>We may require you to work from another place of work within the Borough or a neighbouring Borough or District, or further afield by prior agreement.</p>
<p>Salary</p>	<p>Graded Administrative, the salary will be in the region of £25,581 - £28,464 pro rata per annum dependent upon experience. Cost of living awards are reviewed annually on 1 April. Incremental progression and bonuses may be payable in line with the appraisal scheme.</p>
<p>Duration of contract</p>	<p>The contract will be offered on a permanent basis.</p>
<p>Probationary period</p>	<p>Upon joining the Council, all staff are required to satisfactorily complete a six-month probationary period.</p>
<p>Hours of work</p>	<p>Hours of work are 15 hours worked Monday to Friday on a pattern to be agreed with the post holder. This will include evening and weekend work on occasion.</p>
<p>Employment Benefits</p>	
<p>Flexible working</p>	<p>Dependent on the requirements of the role, RBBC supports flexible and hybrid working, with arrangements being made in agreement with managers and based on operational needs.</p> <p>Flexible working allows for the alteration of start/leave times and length of lunchtime break, time off in lieu for longer hours worked and a flexible working system.</p> <p>Whilst staff are expected to manage their time and keep working hours within acceptable limits, flexible working arrangements are always subject to sufficient team cover and the particular needs of the service at that time.</p>
<p>Annual leave</p>	<p>The leave entitlement is 108 hours per annum, rising to 123 hours per annum after five years continuous local government service, inclusive of Bank Holidays.</p> <p>Annual leave must be taken on the Council's discretionary day off around Christmas and New Year period.</p>

<p>Pension</p>	<p>You will be auto enrolled into the Local Government Pension Scheme (LGPS) to which the Council contributes 15% of your earnings each year.</p> <p>You are able to transfer funds into the LGPS within the first twelve months of employment. However, you can also choose not to join the scheme and make your own arrangements. If you wish to opt out of the scheme you will not be able to do so until after your first day.</p> <p>Your pension contribution rate will depend on your full time equivalent annual salary. The salary and rates are reviewed annually on 1 April each year. The current rates can be found on the Surrey Pension Fund website: http://www.surreypensionfund.org/surrey-pension-fund/paying-in/membership-and-contributions/#contribution-rates</p>
<p>Training and development</p>	<p>The Council actively encourages continued professional development and talent development.</p> <p>Learning facilities are available in-house, including a dedicated Training Room for both individual and group learning. The Council also has a number of Computer Based Training packages.</p>
<p>Professional subscriptions</p>	<p>If you are required to be a member of a professional organisation(s) for your role, we will pay the subscription fee(s) each year, subject to manager approval.</p>
<p>Car parking / Travel loan scheme / Cycle Purchase Scheme</p>	<p>With hybrid working practices now in place for roles traditionally based at the Town Hall and Community Centres, we are able to offer access to parking. For now, everyone who works on site at the Town Hall can use a parking space for that day.</p> <p>We anticipate there will be enough spaces to meet daily demand. However, it should be noted that spaces are not guaranteed, not a contractual right and are offered on a first come, first served basis.</p> <p>The Council offers interest free loans to encourage staff to travel by alternative methods to solo car use. Loans are available for quarterly/yearly rail season or bus tickets or a season car park pass and we offer a cycle purchase scheme up to the value of £2000 (eligibility rules apply).</p>
<p>Employee discounts</p>	<p>All staff have access to special offers and discounts on national and local high street shops, restaurants, motoring benefits, discount cinema and theatre tickets, holidays, insurance and much more.</p> <p>Full annual discounted membership is available for the 'Better' run leisure centres at Tadworth, Donyngs and Horley.</p>



Other Conditions

Pre-employment checks	<p>Appointments are offered subject to several pre-employment checks to comply with the Home Office's Baseline Personnel Security Standards (BPSS):</p> <ul style="list-style-type: none">• at least two satisfactory references• eligibility to work within the UK, and proof of your identity• evidence of relevant qualifications
Paid work with another employer	<p>If you are appointed, your contract with the Council should normally be classed as your main employment.</p> <p>You will devote your whole-time service to our work and not be involved in any other business or take up any other appointment without getting written permission from your manager or the Chief Executive.</p>
Disclaimer	<p>Please note that this document outlines the likely employment package for this role but does not form part of your terms and conditions of employment if you are subsequently employed by Reigate & Banstead Borough Council. These will be outlined in any contractual documents addressed to you directly.</p> <p>Please note that it is important to avoid seeking support directly or indirectly from any Councillor for any appointment with the Council as this may result in disqualification from the selection process.</p>

Great People at Reigate & Banstead

Our great working environment and the values and behaviours of every individual and team in the Council, help to evolve the culture of our organisation to become more commercial, innovative and embracing of change.

Successful applicants to our career opportunities will be able to demonstrate they share the values and behaviours we seek in our organisation.

Our Vision

Working together to make a great place to live, work and enjoy.

Our Values

Making a difference, doing the right thing, being bold and confident.

Our Behaviours

We should demonstrate our values by being positive, supportive, flexible, and innovative.

Positive: I maintain a “can do” attitude and a smile

- ✓ Create an encouraging and optimistic environment and bring others with me
- ✓ Approach others in a pleasant, happy and upbeat manner
- ✓ Maintain enthusiasm in difficult times
- ✓ Demonstrate commitment to my own service and to the Council
- ✓ Demonstrate an "I care" attitude

Supportive: I create an environment where the people I work with feel valued and respected and have confidence to develop

- ✓ Understand the council's priorities and work towards a common goal
- ✓ Work across boundaries to develop relationships, share information and keep others informed
- ✓ Listen to the views of others allowing the best way forward to be found
- ✓ Communicate in a courteous and respectful manner
- ✓ Behave in ways that promote the fair and equal treatment of all

Flexible: Adapting the way I work, I can deal confidently with change and accept new and different ideas and approaches

- ✓ Accept that change is an integral part of working at Reigate & Banstead
- ✓ Demonstrate an open mind to new ideas and proposals
- ✓ Display a willingness to do things differently
- ✓ View change in working practices as an opportunity for improving and developing
- ✓ Adopt a flexible approach to meet the team's requirements

Innovative: I work to develop new ideas and workable solutions to drive the Council forward

- ✓ Question currently accepted ways of doing things
- ✓ Implement good ideas, learn from others, both internally and externally
- ✓ Identify novel ways of resolving issues using own initiative
- ✓ Suggest and trying out new approaches
- ✓ Challenge the status quo in a constructive way

Great People

