



KIDDERMINSTER TOWN COUNCIL

JOB DESCRIPTION AND PERSON SPECIFICATION

Name:	Job Title: Marketing & Box Office Coordinator
Organisation: Kidderminster Town Council	Salary: SCP7 – SCP 12
Section: Kidderminster Town Hall	Post No
Location: Kidderminster Town Hall	Hours: Part Time 22.5hrs
PURPOSE OF JOB Raise awareness of the Town Hall. Promoting Events and activities through both digital and printed marketing. Proactive and reactive in utilising social media to promote ticket sales. Processing bookings through the Box office	
REPORTING RELATIONSHIPS TO OTHER POSTS This post will report to the Events & Business Development Lead Works closely with the Events & Business Executive	
REQUIREMENTS IN RELATION TO EXPERIENCE, EDUCATION, SPECIAL QUALIFICATIONS AND TRAINING <ul style="list-style-type: none">• Good IT skills• Strong literacy skills• High level of attention to detail and high level of accuracy• Strong written and verbal communication skills• Excellent interpersonal and communications skills, in person, by telephone and in email• Excellent time management & organisational skills, has the ability to manage multiple tasks and projects.• A friendly professional manner and appearance• Driven and self-motivated	

- Proven experience (typically **1-2 years**) in a marketing or sales support role, or in a similar position.
- Familiarity with **CRM systems**
- Experience with **social media management** and **content creation** for various platforms (Facebook, Instagram, LinkedIn, etc.).
- Knowledge of basic **marketing metrics** and performance analysis (e.g., Google Analytics, email campaign performance tracking).

MAIN DUTIES AND RESPONSIBILITIES

- To create content for social media
- To create content for the website
- Ticket sales through the box office system
- Produce leaflet flyers and printed advertising material.
- Provide marketing plans, considering audience reach and increasing awareness to events and activities taking place at Kidderminster Town Hall
- Work closely with the onsite café to deliver joint marketing content and customer offers.
- Producing monitoring information
- Always comply with the General data Protection Regulations

This job description is not exhaustive and is subject to change the post holder may be reasonably required to perform duties other than those given in the job description for the post.

In accordance with the Local Government and Housing Act 1989 any posts graded on spinal point forty-four or above are included in any statutory list held by the Council of politically restricted posts. Accordingly, such post holders will not be able to be a candidate, or prospective candidate, for election as an MP, MEP or Local Councillor; hold office in a political party; act as an agent or sub agent for a candidate for election as an MP, MEP or Local Councillor; canvass on behalf of a political party or for a candidate for election to MP, MEP or Local Councillor and speak or write in public in a manner which appears to be designed to affect public support for a political party.

Time off in lieu will be permitted in respect of any overtime worked, provided that it can be accommodated within departmental operational schedules. There is no entitlement to overtime payments.

The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equal Opportunities

This is a description of the job as it is constituted at the date shown. It is the practice of the Council to periodically examine job descriptions, through the Employee Development Review Scheme, and update them or incorporate any changes to ensure that they reflect the job performed. The procedure will be conducted in consultation with the post holder.

The aim will be to reach agreement on reasonable changes, but if agreement is not possible the Council reserves the right to make changes to your job description.

Date: November 2024

Competencies

Communication

Able to communicate with people openly, directly, and honestly.

Customer Focus

Able to respond to customers' needs to ensure their expectations are met.

Getting the job done

Able to work on own initiative to get the job done.

Integrity

Able to set and uphold the highest standards of personal, professional, and ethical behaviour that inspires trust and respect of others within the organisation

Personal Effectiveness

Able to actively seek opportunities to enhance the skills, knowledge, and attitude of yourself.

Solving problems and Making Decisions

Able to create an overall understanding of problems, drawing relevant and specific inferences from the information available and applying logic to solve problems.

Working Flexibly

Able to turn new initiatives in the workplace into a success.

Working Together

Able to co-operate and work collaboratively with others in pursuit of joint goals even when you have no personal interest.

HEALTH AND SAFETY STATEMENT

As an employee you must comply with the requirements of the Health and Safety at Work Act 1974 and affiliated regulations. You are also required to comply with the Council's Health and Safety Policies and take reasonable care for the health and safety of yourself and of other.

SPECIAL CONDITIONS OF POST

The basic working week of one of 37 hours, but the post holder will be required work irregular, unsocial hours in conjunction with other staff to ensure effective management of the section and facilities. This will require shift, weekend, and bank holiday working. Payment for these requirements is reflected in the grade. It is the responsibility of the post holder to ensure that appropriate cover is maintained for annual leave. It is desirable that the post holder provides an appropriate means of transport for use in connection with the duties of this post. Recompense for the use of such transport on official business will not exceed the scale for casual car user

allowance provided for in the National Agreement. You may therefore, from time to time be required to provide a suitable vehicle and your car insurance should cover you for business use. This job includes duties that may require an element of physical effort and mobility on an occasional basis. To meet the needs of the service, the ability to undertake the full range of duties for the contracted hours will be required.