

JOB DESCRIPTION

POST TITLE: Social Media and Marketing Manager

GRADE: 10

DEPARTMENT: HR and Organisational Development

REPORTS TO: Head of Resourcing

PURPOSE OF THE JOB

- To lead the development and promotion of the council's employer brand, influencing internally and marketing the organisation externally to grow the council's reputation as a destination employer
- To lead the design and delivery of marketing campaigns that enable hiring managers to attract the very best talent
- To ensure that all aspects of the council's employer brand and its implementation reflect our ambition to be an ever more inclusive, anti-racist employer with a workforce that reflects the diversity of our local community
- To work collaboratively with colleagues across the resourcing team to provide hiring managers and candidates with an expert, proactive and customer-focused service

PRINCIPAL ACCOUNTABILITIES

1. To be responsible for developing, maintaining and promoting the council's employer brand, working closely with colleagues in the communications team to ensure alignment with wider communication strategies and plans
2. To provide specialist expertise on the marketing of job vacancies, including campaign design and the use of micro-sites, advertising and social media
3. To lead the design and delivery of high-profile marketing campaigns, including national and international campaigns for senior and hard-to-fill roles
4. To procure and contract manage recruitment agencies, design agencies and advertising providers, ensuring value for money and compliance with the council's contract procedure rules
5. To measure and evaluate the return on investment (ROI) generated from spend on advertising and recruitment campaigns

6. To be responsible for growing the council's presence on LinkedIn, driving an increase in the number of followers and the level of engagement
7. To be responsible for the career pages on the council's website, and the design, content and maintenance of recruitment micro-sites
8. To lead the development, maintenance and regular review of all policies and procedures associated with candidate attraction, ensuring the council's arrangements enable the recruitment of the very best talent
9. To work collaboratively with colleagues to continually improve the council's resourcing service, promoting and embedding new digital solutions and other innovations in service delivery
10. To manage budgets in line with all relevant financial policies and procedures, ensuring value for money and financial control
11. To champion and proactively support the implementation of the council's vision to be an ever more inclusive, anti-racist organisation
12. To model the behaviours required of all colleagues and demonstrate commitment to the council's values
13. To ensure that all duties and responsibilities associated with this role are discharged in accordance with relevant legislation, regulation, policies and procedures

JOB CONTEXT

Organisational context

The postholder will be joining a new resourcing team, which has been designed to provide the council with an effective, efficient, best in class service.

Everyone in the resourcing team will be committed to the council's ambition to become an ever more inclusive, anti-racist organisation where all employees feel confident bringing their whole self to work. This includes actively supporting the aims and objectives of the council's Southwark Stands Together programme, which has been designed to tackle racial disparities in our workforce and our community.

All colleagues in the resourcing team will be expected to provide hiring managers and candidates with an expert, proactive and customer-focused service. Everyone in the resourcing team will play a part in promoting the council as an employer of choice and attracting the very best talent to Southwark.

Structural arrangements

The postholder will report to the Head of Resourcing within the council's HR and Organisational Development service.

In leading the design and delivery of marketing campaigns, the postholder will be responsible for matrix managing temporary teams comprising employees from other council services and external contractors.

Financial responsibilities

The postholder will manage budgets assigned to the delivery of marketing campaigns, typically ranging from £5,000 – £50,000 in value.

Contacts

The postholder will have regular contact with colleagues at every level of the council. The postholder will use their specialist expertise to provide information, advice and guidance to others.

The postholder will be responsible for representing the council to partners, contractors, stakeholders and candidates.

Conditions of Service

Conditions of service are governed by the National Joint Council (NJC) for Local Government Services as applied by Southwark Council.

The postholder is required to work 36 hours a week, including occasional work outside of ordinary working hours.

This post is not politically restricted under the terms of the Local Government and Housing Act 1989 (as amended).

Employment is subject to a probationary period of twenty six weeks from the postholder's start date with Southwark Council, during which time the postholder will be required to demonstrate to the council's satisfaction their suitability for the position.

PERSON SPECIFICATION

The person specification describes the knowledge, experience and skills required to carry out this role.

Key: **S** Shortlisting criteria
I Evaluated at interview
T Subject to testing

| Knowledge, including qualifications | How assessed |
|---|---------------------|
| Expert knowledge of marketing and social media, preferably gained within a recruitment/resourcing context | S |
| Degree or equivalent professional qualification or experience | S |
| Evidence of continued professional and personal development | S |

| Experience | How assessed |
|--|---------------------|
| Experience of leading the design and delivery of marketing campaigns, preferably within a recruitment/resourcing context | S I |
| Experience of using social media to promote an employer's brand and build engagement | S I |
| Experience of managing projects within agreed timescales and budgets | S I |
| Experience of working with external agencies to achieve high quality, cost effective outcomes | S I |
| Experience of using and presenting data to drive continuous improvement | S I |

| Aptitude, skills and competencies | How assessed |
|--|---------------------|
| Passion for and commitment to public service delivery | S I |
| Customer-focused and driven to achieve high standards | S I |
| Commitment to Southwark Council's values and our ambition to become an ever more inclusive, anti-racist organisation | S I |
| Excellent written and verbal communication skills, including the ability to represent and promote the council externally | S I |
| Ability to establish strong, positive relationships, including building and maintaining personal and professional credibility with senior managers, peers, partners and other stakeholders | S I |

| Aptitude, skills and competencies | How assessed |
|--|---------------------|
| Ability to work quickly and accurately while managing competing deadlines | S I |
| Ability to address issues and concerns by developing and implementing creative solutions | S I |
| Tenacious, self-sufficient and confident working on own initiative | S I |