



# Candidate Information Pack



## Digital Marketing Executive

# Introduction from the Director of Planning



## Firstly, thank you for your interest in the position of Digital Marketing Executive at Cheltenham Borough Council.

This is an important and exciting appointment for Marketing Cheltenham and I am looking for a candidate who has a passion for making a difference and will strive to achieve the aims of Marketing Cheltenham.

From humble beginnings, but with a strong ambition, Marketing Cheltenham has developed great successes over the past year. Cheltenham Borough Council's ambition is to grow it to become an organisation that promotes Cheltenham as one of the best towns in the UK to visit, work, study and invest. Cheltenham aspires to be a place where everyone thrives – to be one of the UK's most 'liveable' towns, with residents and visitors alike inspired by our culture, food, public spaces, education and the diversity and quality of accessible experiences. Marketing Cheltenham's remit is to encourage more visitors to the town, get them to stay longer and support the local tourism, hospitality and leisure economy. This, in turn, will support economic growth – new jobs, business creation – and culture for the continued benefit of local people.

In 2016 Cheltenham Borough Council and The Cheltenham Tourism Partnership (which includes Cheltenham BID) launched a strategy to grow Cheltenham's visitor economy by 5% year-on-year. The target for success is to reach a value of the tourism economy of £177 million by 2021. For more detail about our strategy and how it will be achieved please visit [www.marketingcheltenham.co.uk](http://www.marketingcheltenham.co.uk)

I wish you all the best in your application.

## Tracey Crews

*Director of Planning*

Cheltenham Borough Council

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### For industry

[www.marketingcheltenham.co.uk](http://www.marketingcheltenham.co.uk)  @marketingchelt

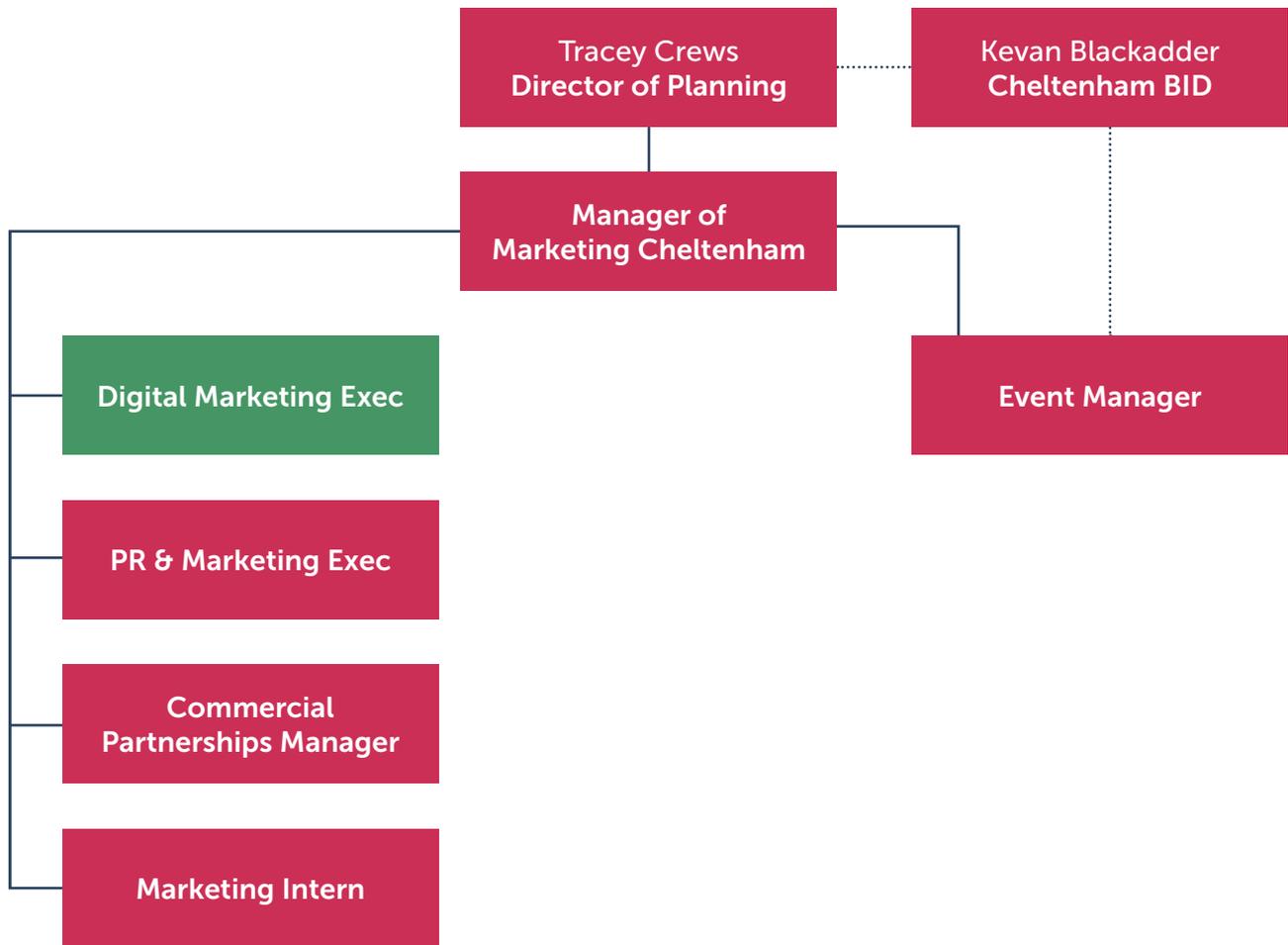
### For consumer

[www.visitcheltenham.com](http://www.visitcheltenham.com)  @visitchelt  @visitcheltenham  VisitCheltenham



# Marketing Cheltenham Staff Structure

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# Digital Marketing Executive

**Contract:** Fixed term to 31 July 2021

**Salary:** £30,559 to £34,112

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## About the Job

Marketing Cheltenham was launched as a new initiative of Cheltenham Borough Council in November 2017. As part of the place making and growth agenda we have ambitious plans to raise the profile of Cheltenham as a great place to visit, work, invest and study.

We are looking for an ambitious Digital Marketing Executive to build upon and lead all aspects of our digital communications. Mobile and Digital is an expanding, innovative part of VisitCheltenham and the visitor economy at large and we are committed to growing and developing our digital estate. Our key platforms are [www.visitcheltenham.com](http://www.visitcheltenham.com) and [www.marketingcheltenham.co.uk](http://www.marketingcheltenham.co.uk), together with the associated social media channels. With ambitious objectives to grow our visitor numbers, we are driven by a desire to design, transform and implement user-focused digital services and products across the town that excite and engage visitors and make it easier and more efficient for our members to reach them.

This role will lead on key communications for Marketing Cheltenham, utilising multi-media and platforms to deliver an exciting proposition for the town in line with the brand.

Building on the work that has already begun with the marketing of the visitor economy, this role will grow to encompass inward investment with appreciation for the need to attract young people and the future workforce.

This role has a wide remit and a limited budget, so it is essential that the person responsible is creative and resourceful.

The Marketing Cheltenham team will work between Cheltenham BID and the council's Municipal Offices, together with agile/mobile working due to the nature of the role. The post holder will be expected to forge strong links with the council's Communications Team.

The role is initially fixed term to the end of the current BID term; however, subject to success, it is envisaged there will be an ongoing need for the role.

# Digital Marketing Executive

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## This is what we need you to do...

- Plan and manage all marketing communications through Marketing Cheltenham, Visit Cheltenham and the owned digital channels
- Update and administer visitcheltenham.com using the NewMind content management system and DMS
- Update marketingcheltenham.co.uk to ensure visitor, business and member information is kept up to date and relevant at all times, using Wordpress
- Identify opportunities to proactively promote member businesses as per their membership level
- Work closely with the team to plan marketing campaigns
- Write copy and take photographs to support blogs and social media for relevant platforms
- Attend events representing Marketing Cheltenham and promote via social media
- Work closely with the Marketing Cheltenham team and wider CBC communications team to develop photography and video to support the Cheltenham story and illustrate the council's Place Vision
- Establish an engaging and innovative platform for the promotion of inward investment and business growth
- Day-to-day digital liaison with members and partners to ensure our content is shared and key messages are linked up
- Support the creation of e-news for industry and consumers
- Respond to comments on digital channels relevant to Cheltenham including TripAdvisor etc, as required, in a fair and equal way
- Engage with digital influencers who can become advocates of Cheltenham
- Liaison with businesses to generate content
- Manage and support around town digital information linked to future plans within the town

# Digital Marketing Executive

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## General

- Stay abreast of the latest thinking and applications for digital communications
- Be able to present clear ideas that will innovate and drive the commerciality of Marketing Cheltenham
- Support and work with other team members, Cheltenham BID and others as required across the Council
- Present the Cheltenham brand at all times
- Support networking events and forums
- Take on any other additional duties which may reasonably be required within Cheltenham Borough Council
- Be flexible in hours of working, including evenings and where required weekends
- Demonstrate a commitment to personal and professional development

## Education & Qualifications

- Professional Chartered Institute of Marketing qualification or related discipline to degree level, appropriate to the remit of the role, or equivalent by experience
- Digital Marketing qualification

## Experience and skills

- At least three years professional experience managing and delivering websites or in a similar digital marketing role with experience of using Wordpress
- Experience of working with mobile and app technology
- Experience of planning and managing social media channels including earned and owned channels
- Experience in Photoshop or similar design package
- Experience in creating and/or commissioning and developing video content
- Experience of generating digital engagement on social media through creative application
- Excellent verbal & written communication, including report writing and presenting material to a range of audiences
- Demonstrable computer literacy and IT skills and dealing with content management systems and HTTP
- Proven ability to work effectively in a busy environment managing multiple stakeholders and competing demands
- Accomplished analytical and problem-solving skills, with good attention to detail
- Excellent time management and ability to manage multiple projects
- Self-motivated and able to see tasks through to a successful conclusion, including meeting challenging deadlines where necessary
- Experience or knowledge in destination marketing, tourism or similar
- An understanding of the culture and cultural offer of Cheltenham

# Digital Marketing Executive

## Benefits

### Holiday

The holiday leave year runs from 1st April to 31st March. Holiday entitlement on joining the council will be 25 days pro rata in addition to pro rata bank holidays. The entitlement increases to a maximum of 30 days as follows:

- At year 1 – increases to 26 days (pro rata)
- At year 2 – increases to 27 days (pro rata)
- At year 3 – increases to 28 days (pro rata)
- At year 4 – increases to 29 days (pro rata)
- At year 5 – increases to 30 days (pro rata)

### Pension

You will enter the Superannuation Scheme automatically on appointment with appropriate deductions from salary. You may opt out of the scheme at any time by completing the relevant form and forwarding this to the Human Resources Division. A copy of the scheme booklet can be accessed by visiting the pension pages of Gloucestershire County Council's website.

### Sickness

The council sickness scheme is intended to supplement statutory sick pay and incapacity benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Sickness payment under the scheme is based on local government service and is as follows:-

- During the 1st year of service one month's full pay (and after completing four months' service) one month's full pay and two months' half pay.
- During the 2nd year of service two months' full pay and two months' half pay.
- During the 3rd year of service four months' full pay and four months' half pay.
- During the 4th and 5th years of service five months' full pay and five months' half pay.
- After 5 years' service six months' full pay and six months' half pay.

### Other benefits

- Subsidised parking
- Employee welfare service
- Enhanced maternity scheme
- Paternity leave
- Smart working – laptops, mobile phone, potential for remote and home working
- Flexitime scheme
- Potential to buy and sell annual leave