

Position	Marketing Officer
Reports To	Marketing Manager
Salary Band	£23,000 – £29,000
How to Apply	Please email CV and covering letter to Mica.MacInnes@RTCNorth.co.uk
Closing Date	15 th December

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PURPOSE

Join our team at RTC as a Marketing Officer and be at the forefront of creating compelling marketing campaigns. We're seeking a dynamic professional with a passion for strategy, creativity, and communication. In this role, you'll have the opportunity to shape our brand, engage our audience, and drive our growth through innovative marketing initiatives. If you're a creative thinker, data-driven marketer, and a team player, we want to hear from you!

Join RTC and be a part of our exciting journey towards marketing excellence.

Key Responsibilities

- CRM Updates
- Chase clients for paperwork
- Maintaining external registers of experts
- Administrative support for Head of Function
- Creation of press releases and distribute to media
- Maintain a case study pipeline
- Produce case study videos
- Organise and attend photoshoots
- Creation of blogs
- Produce reports from Google Analytics, Click Dimensions and Social Media
- Purchase orders
- Room & event bookings

	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none"> • Educated to degree level or equivalent in marketing/journalism or public relations 	<ul style="list-style-type: none"> • Adobe certified
Skills/Training	<ul style="list-style-type: none"> • Competent in use of Google Analytics • Competent in the use of social media paid for advertising campaigns • Competent at creating and distributing e- mailers • Ability to update websites with content 	<ul style="list-style-type: none"> • Photography • SEO knowledge
Experience	<ul style="list-style-type: none"> • Experience in a marketing role with evidence of the ability to work dynamically, independently and as part of a team • A good understanding and experience of successfully using Social Media for marketing • Developed knowledge of successful marketing networks and approaches • Ability to work on own initiative 	
Other	<ul style="list-style-type: none"> • A full driving license and willingness to travel and work outside normal business hours with occasional overnight stays 	

EXPECTED COMPETENCY LEVELS REQUIRED		
Teamworking	Level 3 Requests input from others	<ul style="list-style-type: none"> • Consults other teams to establish prior relationships with stakeholders • Asks others for their ideas and opinions and can sell own ideas to others, whilst anticipating objections • Works together to form decisions and plans and willingly learns from others • Values, calls upon and utilises the experience of colleagues • Follows management and policy information with conviction and authority
Organisation	Level 3: Plans ahead and adapts	<ul style="list-style-type: none"> • Plans time effectively – develops clear and realistic timeframes • Takes follow up action when required • Prioritises/re-prioritises work appropriately • Monitors work activity against plan and takes remedial action when necessary to deliver what is required on time • Co-ordinates and organises others
Building Trust	Level 3: Chooses transparency	<ul style="list-style-type: none"> • Builds trust through modelling desired behaviours • Does not compromise on matters of ethics • Is honest about aspirations and agendas, particularly in relationships with colleagues • Maintains the integrity of RTC North by being open in communication and generates case studies to celebrate success • Is willing to publicly admit to making a mistake and does not “pass the buck”

<p>Embracing Change</p>	<p>Level 3: Implements change</p>	<ul style="list-style-type: none"> • Helps others to understand the reason for change through clear communication • Anticipates others' resistance to change and proactively reduces this through early involvement in the change process and regular updates • Has a flexible approach to problem solving, involving others as required • Looks beyond own team's offer and collaborates with colleagues from other programmes/departments to ensure best possible outcome for the stakeholder • Actively encourages innovative and creative thinking by creating an environment where creativity is the norm and rewarded and supported, and uses facilitation tools and techniques to stimulate this • Proactively promotes individuals and teams • Challenges and tests ideas in 1:1 meetings
<p>Managing, Leading and Developing Others</p>	<p>Level 3 Takes action to improve performance</p>	<ul style="list-style-type: none"> • Expects and encourages high performance from the team • Establishes and displays clear behavioural norms to create a strong and positive team climate. E.g. exudes confidence and enthusiasm • Takes action to obtain the resources needed to deliver improved performance • Sustains a clear picture of the future and ensures the team can relate own goals to the direction of RTC North as a whole • Gives constructive feedback to support the development of others • Ensures that the provision of appropriate training and development happens and addresses any obstacles • Uses the performance management process well • Gives feedback to individuals on the impact of the behaviour or approach to facilitate their development • Reassures others after a set back and helps people to work out the answers for themselves