

16	To co-ordinate and undertake market research, data collection and monitor competitor activity which identifies development opportunities and recommends appropriate actions.
17	To be an ambassador for Tees Active when working with local and national partners both in the private and public sector.
General requirements for all Tees Active Limited employees:	
1	To deal with customer/service enquiries in a professional and positive way. Ensuring that the service maintains a strong customer focus and remains committed to the principles of Customer Service Excellence.
2	To assist in the training and development of staff and to undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post.
3	To maintain any professional registration, licences or qualifications, which are essential to the post held.
4	To take reasonable care of any items of equipment and uniform issued by the Company and report any faults or maintenance issues to the relevant manager.
5	To be aware of and adhere to all Tees Active Ltd financial, legal, HR and administrative policies and procedures including all NOPs/EAPs and the HR Handbook.
6	To take reasonable care of your own health and safety and co-operate with management so far as necessary to enable compliance with the Company's health and safety rules and legislative requirements.
7	To adhere to any professional and Company Codes of Conduct, as appropriate.
8	To comply with the Company's Appearance Code ensuring that uniforms and name badges are worn, as required.
9	To comply with the Company's Employee Guide to Information Security including relevant legislation, ensuring that confidentiality is maintained for all staffing, management, customer and supplier information.
10	To carry out the duties of the post with full regard to the Company's Equal Opportunities and Racial Equality Policies in the terms of employment and service delivery. Ensuring that colleagues are treated in a fair and consistent manner and that the service maintains a strong commitment to the principles of the Equality Standard.
11	To be peripatetic between work areas and venues, as and when required.
12	The above tasks and responsibilities cannot fully encompass all that is required of the post-holder. It is expected that the post-holder will undertake such other duties and responsibilities commensurate with the salary band and nature of the post.
I accept this job description as an accurate record of the duties and responsibilities of this post.	
Signed:	Date:

PERSON SPECIFICATION

MARKETING & GRAPHICS OFFICER

Note to applicant: when completing your application form, you should demonstrate the extent to which you meet the essential and desirable criteria below.

In addition to the requirements outlined below, as ambassadors of Tees Active, you should also be able to demonstrate the following qualities:

<ul style="list-style-type: none"> Enthusiasm 	<ul style="list-style-type: none"> Commitment to service excellence
<ul style="list-style-type: none"> Excellent communication skills 	<ul style="list-style-type: none"> A genuine desire to work closely with our customers
<ul style="list-style-type: none"> Professionalism 	<ul style="list-style-type: none"> Flexibility
<ul style="list-style-type: none"> High personal standards 	

Requirements	Essential	Desirable	Evidenced
EDUCATION & TRAINING			
Degree in Marketing/PR/ Graphic Design/Digital Media related qualifications or equivalent		✓	Application form & interview
Current valid, full driving licence and access to vehicle for work purposes.	✓		Application form & interview
CIM qualified/member		✓	Application form & interview
EXPERIENCE, KNOWLEDGE & UNDERSTANDING			
An established and proven track record in a similar/complimentary marketing/graphic design role with transferable skills.	✓		Application form & interview
Experience in producing content for print and /or online corporate publications	✓		Application form & interview
Experience of website/social media management, content management systems and graphic design activities	✓		Application form & interview
Experience of photo, video capturing and editing	✓		Application form & interview
Excellent ability to produce corporate design materials and written copy in line with the company's vision, values and brand	✓		Application form & interview
Requirements	Essential	Desirable	Evidenced

Experience of using graphic design software such as Adobe InDesign, Photoshop and Illustrator	✓		Application form & interview
Knowledge of the press & local media activities	✓		Application form & interview
Knowledge / awareness of marketing strategies and techniques	✓		Application form & interview
Current understanding of web based social networking sites and their role in marketing and communications	✓		Application form & interview
Understanding of data analysis and evaluation to meet business needs	✓		Application form & interview
SKILLS & ABILITIES			
Exceptional visual, verbal and written communication skills and ability to write, edit and proof written copy	✓		Application form & interview
High levels of self-motivation, innovation and creativity	✓		Application form & interview
Ability to liaise with both internal and external clients regarding the provision of marketing and graphic design services	✓		Application form & interview
Good interpersonal and organisational skills	✓		Application form & interview
Excellent attention to detail and accuracy	✓		Application form & interview
Good numeracy and literacy skills are required, which may be subject to assessment	✓		Application form & interview
Ability to work effectively on your own as well as in a team, and to balance competing priorities	✓		Application form & interview
Familiarity with Databases and MS Office applications, particularly Word and PowerPoint	✓		Application form & interview
Requirements	Essential	Desirable	Evidenced
Be a confident face to face communicator and comfortable speaking at public events	✓		Application form & interview
Ability to undertake research and analyse statistics	✓		Application form & interview
Proven ability to manage and deliver multiple projects within tight deadlines	✓		Application form & interview
Demonstrate an interest in sport and physical wellbeing (for example in participation, organisation, or administration)	✓		Application form & interview

PERSONAL QUALITIES & ATTRIBUTES			
Evidence of idea generation	✓		Application form & interview
Commitment to quality and excellent customer service	✓		Application form & interview
Evidence of commitment to Continuing Personal and Professional Development	✓		Application form & interview
Smart Appearance	✓		Interview
MISCELLANEOUS			
Flexibility to work evenings and weekends, if required	✓		Interview
Able to carry out duties as per job description	✓		Application form & interview