

**ICC Marketing and Events Manager****Department:** Children, Young People, Education & Skills**Section:** International Cultural Centre**Reports to:** Chief Librarian**JE Ref:** CYP1140**Grade:** CS10**JE Date:** 15/06/2023**Job purpose**

The post holder will manage the effective and timely delivery of the International Cultural Centre's (ICC) marketing and events needs which build awareness and understanding of the ICC and its services amongst the island's communities. The post holder will be responsible for the strategic delivery of external communications including; social media channels, websites and media releases. They will also manage and organise ICC events, ensuring maximum engagement and the smooth running of events and related activities.

**Job specific outcomes**

1. Work with the ICC Team to build strong, trusting and meaningful relationships with island communities and to understand how to support them in celebrating, sharing and showcasing their cultural identities through events and public projects
2. Develop the ICC's profile in order to create a positive corporate image and maximise the engagement in activities and services, using the full marketing mix and appropriate advertising opportunities.
3. To manage, coordinate, promote and evaluate ICC events and support relevant third party activities when required, ensuring effective planning to manage expenditure, health and safety and other regulatory requirements is in place.
4. Deliver a comprehensive impact assessment framework across events and activities, using appropriate methodologies to measure outcomes and assess long term impacts, ensuring effective monitoring, evaluation and documentation of events and activities.
5. Deliver projects, stakeholder relationships and events management.
6. Work closely with ICC Engagement Officers to ensure that the general public and key stakeholders have access to relevant, accessible and up-to-date information (in range of appropriate languages) and that enquiries are dealt with promptly through various communication channels including social media.
7. Develop, manage and implement an internal and external communications plan incorporating all appropriate ICC initiatives. This includes writing press releases, social media and internal/external communications.
8. Liaise effectively with the local media, coordinate publicity and deliver radio and television interviews to raise awareness of ICC events and activities. Consideration and sensitivity to cultural political climates are essential in all media work. Also responsible for briefing others (including the Minister) on key messages for media interviews
9. Responsible for the design and management of ICC websites within [www.gov.je](http://www.gov.je)

10. Responsible for the design, content and distribution of all ICC marketing collateral, including creation and editing of regular ICC newsletters and related publications
11. Manage the ICC marketing budget and additional event budgets:
12. Authorised signatory and responsible for planning, monitoring and controlling the ICC Marketing budget and other events and activities
13. Solely responsible for creating additional revenue and income generation from marketing activity to help boost the ICC marketing budget, this can be through gaining sponsorship of appropriate initiatives or advertising in the undergraduate e-newsletter.
14. Contributes to the drawing up of department budget.
15. Responsible for developing, maintaining and purchasing marketing material stocks

**Statutory responsibilities**

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work (Jersey) Law, 1989.

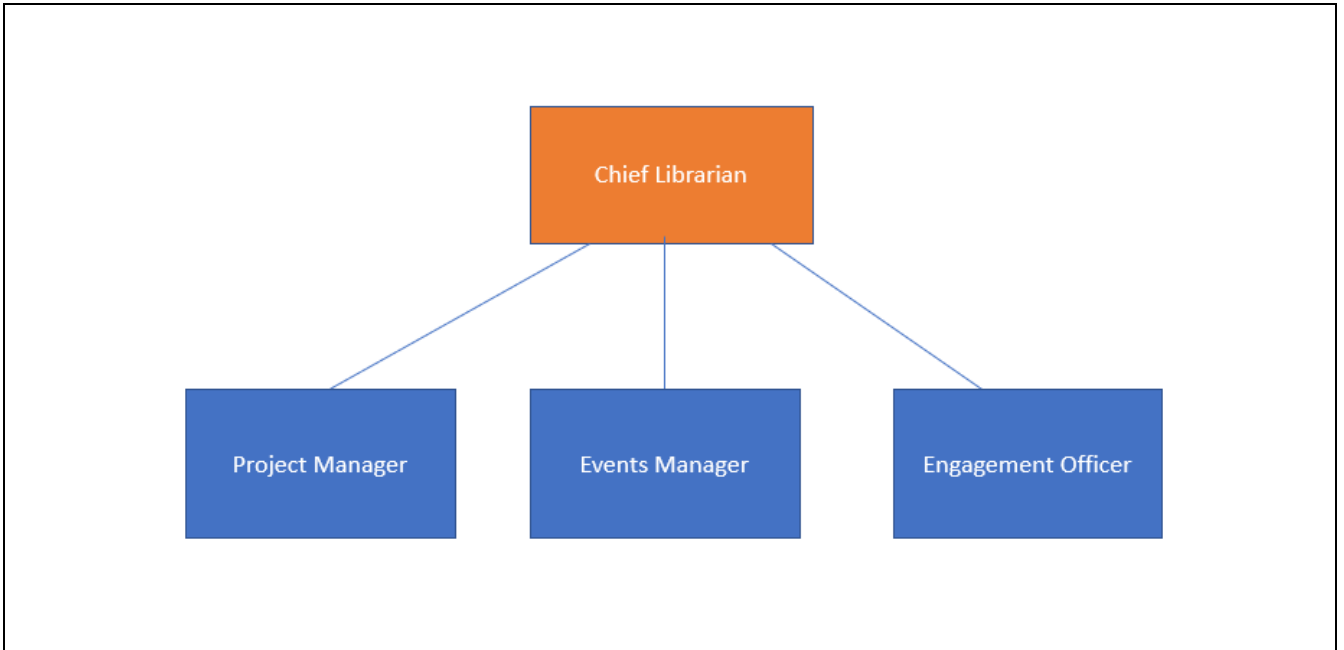
To work in accordance with the Data Protection (Jersey) Law.

**Organisational structure**

**Government Departments**



**Organisation chart**



## Person Specification

### Specific to the role

<b>ATTRIBUTES</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications</b>	<i>A degree, or a proven track record in event management and/or marketing</i>	<i>PRINCE 2 (or similar project management) qualified</i>  <i>3 years' experience in marketing/communications for public or private sector</i>
<b>Knowledge</b>	<i>Knowledge of project management processes.</i>  <i>Knowledge of digital marketing</i>	<i>A sound knowledge and understanding of the workings of government and the States of Jersey and experience of working in a political environment</i>  <i>Spoken and written proficiency in languages spoken within communities resident in Jersey</i>
<b>Technical / Work-based Skills</b>	<i>The ability to understand, interpret and summarise reports and information documents in order to write statements, news releases and website copy</i>  <i>Clean Drivers license</i>	
<b>General Skills/Attributes</b>	<i>Excellent communication, networking and collaboration skills</i>  <i>Comprehensive knowledge of the use and application of information technology, including Microsoft products: Word, Excel, PowerPoint and Access; E-newsletter systems; online content management systems (CMS).</i>  <i>Ability to work to tight deadlines in a changing environment.</i>  <i>Ability to plan events, media briefings, training sessions, workshops and meetings</i>  <i>Able to work flexibly outside 9am – 5pm office hours, with</i>	<i>Competence using Adobe design programmes Illustrator and InDesign would be an advantage</i>

	<i>regular evening and weekend work, to meet the needs of local communities</i>	
<b>Experience</b>	<p><i>Experience and strong track record of working with people with complex needs and vulnerabilities.</i></p> <p><i>Experience of managing outside agencies (design, web, video, etc)</i></p>	<i>Experience of organising public events for up to 3,000 people</i>

## Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 5 core accountabilities attributes and behaviour indicators.