



Staffordshire
Chambers of
Commerce.



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Specialist Digital Marketing Advisor Information Technology Business Enhancement Programme (ITBEP)

Salary £27,000

Full time

Fixed Term Contract to 30th September 2023

Recruitment Pack



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STAFFORDSHIRE CHAMBERS OPPORTUNITIES

We have a fantastic opportunity for a Specialist Digital Marketing Advisor to join our small team of digital transformation specialists representing the Information Technology Business Enhancement Programme, delivered by Staffordshire Chambers of Commerce on behalf of Staffordshire County Council. You must be enthusiastic and a self-starter with a positive attitude and the ability to use your initiative and effectively communicate your digital marketing knowledge and expertise to businesses.

We offer an attractive benefits package, a rewarding role in a wider team and good opportunities for personal development.

This is a full-time hybrid role, working Monday to Friday, a total of 35 hours per week.



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About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was borne out of a desire from businesses to meet together and trade and ensure that there was a voice for business and an organisation to represent their needs and deliver services to help them. We continue to deliver this role and have developed a wider relationship as part of the recognition of the contribution that the business community makes to economic and social success.

We provide the following services to support businesses start, grow and succeed.

Business Support – we are, at our heart, a membership organisation and believe that the best business support can come from the services we offer through our experienced staff. We have a range of member only services as well as funded programmes. We have developed specific membership offers to reflect our local economy in response to various sector groups in membership.

Enterprise Support – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business and industry. We have established a club specifically for fledgling businesses to help them get established and lead into membership of the Chambers.

Trade – we encourage international trade through our DIT programme and export documentation service as well as supporting local trading through exhibitions, events and lobbying for local procurement opportunities. We have launched a specific international trade membership offer.

Training – we have a comprehensive, business focused programme of training to encourage the workforce to reach its full potential, and which can be delivered on our premises or in a business through a bespoke service. We are developing our offer through partnerships with the universities and FE colleges in the county.



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Events - we organise over 150 events each year of varying scale and size. This supports and informs business, helps strengthen supply chains and informs the business community of funding, finance, legislation, opportunities and risks.

Representation – this is a service at the heart of Staffordshire Chambers and is largely to support members. We do take on issues that affect the whole business community and lobby at all levels of policy and decision making.



JOB DESCRIPTION

Job Title:	Specialist Digital Marketing Advisor (Information Technology Business Enhancement Programme)
Accountable To:	ITBEP Team Manager
Location:	Hybrid role - between our Head Office, Festival Park/Stafford Office/home-based

Our Vision

All employees of the Chamber are expected to contribute to our vision:

‘Staffordshire Chambers believes that we can help all the people of Staffordshire be more prosperous and have more opportunities, by helping business to belong to the Chamber and do things BETTER’.

Our Values

Our vision is supported by a set of core values which define the standards and behaviours which are expected of all employees:

We are:

- **Bold**
We try new things
We are passionate about making a difference
We always put our members first
- **Excellent**
We achieve the highest standards
We seek to improve continuously
We are committed to equality of opportunity
- **Trusted**
We communicate well
We are consistent in our approach
We put colleagues and customers first
- **Team Focused**
We are an outstanding team
We are focused on achieving our vision
We respect and support each other



- **Ethical**
We represent our members professionally
We make a positive contribution to the community
We act with integrity
- **Responsive**
We are open to change
We respond positively to customer feedback
We maximise opportunities

Job Purpose

The Specialist Digital Marketing Advisor will complete detailed audits with SME's across Staffordshire to identify their immediate, medium- and long-term digital marketing and transformation needs. The audit will be the first step in helping to implement a digital strategy, by then completing a full diagnostic, making recommendations, ensuring Staffordshire businesses are making the most of digital, data and technology solutions and innovations in support of their digital transformation, enhancing their online presence and overall business growth.

Principle Accountabilities

- Complete robust digital marketing audits to collect initial data on social media, website/Google analytics, SEO and other expenses where the programme can influence to identify areas for improvement, provide baseline data and support project evaluation.
- Review baseline data collated from the initial audit that are directly linked to the business needs with clear and measurable impact statements for recommendation.
- Spot potential 'digital' problems and suggest solutions, recommending and supporting the implementation of strategies to tackle digital adoption.
- Be able to demonstrate the benefits of technology to transform business, identifying opportunity to inter-refer to other inhouse specialisms and support programmes.
- Build an awareness of potential funding streams for digital implementation.
- Develop and grow strategic and operational relationships with partners and providers who could assist in the delivery of digital support enhancing the wider referral mechanism.
- Signpost to relevant support partners who can assist in delivering the identified strategy and solutions.
- Work with businesses to develop a digital strategy action plan, which identified needs and opportunities by communicating findings and solutions in an effective understandable manner simplifying the proposition where necessary.
- Lead, establish and grow specific ITBEP Social Media channels, web presence and marketing collateral to raise awareness of the project.
- Represent ITBEP, Staffordshire Chambers of Commerce and Stoke-on-Trent & Staffordshire Growth Hub at various events, meetings and webinars to raise awareness and enhance the programme profile.
- Provide market intelligence to all relevant bodies, gained through the engagement of delivery partners and businesses.
- Monitor the delivery of outputs and results against monthly KPI's.



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- Deliver regular and accurate project reports and forecasts to the ITBEP Team Manager detailing activity and progress against outcome targets.

General requirements

- Work diligently to meet the requirements of the role
- Use various CRM systems and software as relevant to the role
- Always seek to improve to achieve the highest quality standards and follow the Chambers' quality assurance operating procedures
- Contribute to the Chambers' commitment to work in a commercially successful way
- Participate in internal/external meetings and training as required
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Participate positively in one to ones and appraisals
- Work in accordance with the Chambers' culture, values, aims and objectives
- Act as an ambassador for the Chamber at all times when dealing with members or representing the business
- Contribute to the Chamber's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably required
- To work from other Chamber offices if required.



Person Specification

Job Title: Specialist Digital Marketing Advisor (Information Technology Business Enhancement Programme)		
Criteria	Essential or Desirable	Method of Identification
Qualifications Minimum A-level standard (or equivalent) Relevant Digital Marketing qualification/experience	Essential Preferred	Application Application/Interview
Proven Experience		
<ul style="list-style-type: none"> • Experience of working on commercial digital marketing platforms, strategies, and content 	Essential	Application/interview
<ul style="list-style-type: none"> • A strong understanding of CMS including WordPress, Website design and optimisation, google analytics, Google AdWords, SEO, video content development, social media platforms and metrics/analytical digital marketing data collection 	Essential	Application/interview
<ul style="list-style-type: none"> • A strong understanding of business requirements and their use of digital, data and technology 	Essential	Application/interview
<ul style="list-style-type: none"> • A good understanding of emerging disruptive digital technologies 	Essential	Application/interview
<ul style="list-style-type: none"> • Ability to work to a high standard of accuracy and attention to detail 	Essential	Application/interview
<ul style="list-style-type: none"> • A passionate and creative approach to digital transformation 	Essential	Interview
<ul style="list-style-type: none"> • An understanding of CRM systems, applications and other digital adoption technologies 	Desirable	Interview



<p><u>Knowledge, Skills and Abilities</u></p> <ul style="list-style-type: none"> • Sound general knowledge with an awareness of issues affecting the UK economy and business in relation to digital • Knowledge of marketing & market research including internet research • Competent IT user • Some knowledge of the local economy – demographics, business community and structure of broad support for companies 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p><u>Other Attributes</u></p> <ul style="list-style-type: none"> • Professional and friendly approach • Able to work autonomously with flexibly • Driver with access to vehicle 	<p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p>



Equality and Diversity Monitoring

Staffordshire Chambers of Commerce is committed to equal opportunities and diversity in all its activities. It is determined that in its provision of services and as an employer it will ensure equality of opportunity for all, regardless of age, race, gender (including gender reassignment), disability, marital status, sexual orientation, or religion or personal belief.

To help us implement and monitor this policy please could you provide us with the following information:

Please circle as appropriate -

1. Gender Male Female Other

2. Disability – Do you consider yourself to have a disability?

Yes No

If yes, please give brief details:

3. Date of Birth

16 - 25 26 – 35 35 – 56+

4. Ethnic Origin

A. White

British

Irish

Any other white background, please state

B. Mixed



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White and Black Caribbean

White and Black African

White and Asian

Any other mixed background, please state

C. Asian, Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background please state

D. Black, Black British

Caribbean

African

Any other Black background, please state

E. Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh or other ethnic group

Chinese

Any other background, please state

5. Sexual Orientation

Bisexual

Heterosexual



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Homosexual (Lesbian/Gay) Other

6. Religion or Personal Belief (Please state)

Thank you. This information will be kept separate from your application form and will be treated in the strictest confidence.



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Armed Forces Friendly Employer

Staffordshire Chambers of Commerce is a Forces friendly employer and have signed the Armed Forces Covenant. Additionally, we hold the gold award for the Employer Recognition Scheme. Staffordshire Chambers of Commerce welcomes applications from the Armed Forces and their families and ensures that no one is disadvantaged. If you are serving or have served in the Armed Forces (or are a family member of) please state this on your application.



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Data Protection

Staffordshire Chambers of Commerce will use any data you provide in your application to assess your suitability for the position advertised. This data will not be further processed unless your application is successful.

All candidate information gathered through our recruitment campaigns will be protected and we will fulfill the requirements of the relevant legislation.

In the case of unsuccessful applicants, we will retain all relevant recruitment paperwork for a period of 12 months in case of any claim/dispute, after this time the paperwork will be destroyed by shredding or other confidential waste disposal methods.

Successful candidates will have their recruitment paperwork retained within personnel files and in line with our data retention schedule.

The Chamber will not use any form of automated processes in its recruitment decision making.

If you require any further information in relation to the protection of your data, please contact us using the details or view our privacy policy at:

www.staffordshirechambers.co.uk



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How to Apply

Please send your CV to Rebecca Parker **together with a supporting letter** detailing how you meet the requirements of the Specialist Digital Marketing Advisor and how you support the Chamber BETTER values.

Applications should be emailed to Rebecca.Parker@staffordshirechambers.co.uk or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke on Trent ST1 5BE

Closing date: Friday 22nd April 2022

Thank you for your interest. We hope that this recruitment pack provides all the information you require, however if you have any queries, or would like to have an informal conversation about this role please contact Sonia Bhatti on 01782 202222

Staffordshire Chambers of Commerce is an equal opportunities employer



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**PROUDLY
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THOSE WHO
SERVE.**