

As part of its Restructuring and Improvement Programme Norfolk ALC are seeking to appoint a Marketing and Support Officer

Post Description

Marketing

Your role will be to devise initiatives demonstrating the advantages of Norfolk ALC membership to promote its ideals; its mission statement and to plan marketing campaigns across all formats – website, social media, email, letters and newsletters, to members and our stakeholders.

This will include but is not restricted to: -

Ensuring that the association provides clear and consistent messages about its objectives and its work.

Overseeing all published communications and setting the standard for communications through the website working with our IT officer.

Promoting effective communications through the media, whether print or broadcast, and collaborating with appropriate media channels.

Support

You will work closely with the County Officer to support their communication with our members, and councils focusing on **Devolution and the Local Government Reorganisation programme**. To work with our partners in disseminating information to councils offering guidance and support.

You will publish minutes, create agendas and, along with the County Officer, organise both AGMs Board and Conference meetings. You will also cover for the County Officer in their absence and any other duties reasonably required by the County Officer.

Personnel Specification for Marketing and Support Officer

ESSENTIAL	DESIRABLE
Qualified to at least A Level standard in English or equivalent.	An Understanding of Local Government. An understanding of the Local Government Reorganisation and Devolution legislation.
Proven experience of working in a Marketing and Promotional Role	Experience of producing reports and summaries
Excellent interpersonal and communication skills	Experience of working in a team
Proficient in use of IT, especially Microsoft Word, Excel, PowerPoint, use of email and internet	An ability to use emerging programmes that support communication platforms
Some experience of print publications	Able to supervise publication design, proof-read copy, source images as needed
Ability to use social media and create messages for social media, email and website	Evidence of producing clear and accurate communications across a range of topics
A Driving Licence and use of a vehicle	Able to attend team meetings and/or events held across the region
Ability to work remotely, within a suitable home office environment	

Your pay scale will be SCP15, rising to SCP16 after the successful completion of a six month probationary period. Initially the position is 20 hours per week but may increase to 25 if the role demands it. Holiday pay and pension contribution will be in line with the NJC.

You will primarily be working from home and will be responsible for utilizing your working day that best meets your role commitments. However, you will be expected to be available at 9am for a minimum of one hour and from 4pm for one hour 5 days a week. On occasion you will be expected to attend external or internal events in person.

This role will provide you with an opportunity to join an organisation supporting the first tier of local democracy during one of the most significant changes in local governance and service provision ever experienced by Norfolk. We are affiliated to and supported by the National ALC.

You will be fully supported in your role by the County Officer and any additional identified support that enhances your work, will be offered.

Application deadline is July 14th 4pm 2025

Interviews will start on Monday the 16th of July with an appointed start date of Monday the 21st of July.

Please send your CV, references and covering letter to.

The County Officer Norfolk ALC via the following email address.

countyofficer@norfolkalc.gov.uk