

Service Document Standard Form:

Role Profile

Marketing and Engagement Executive

Linked documents: Job Evaluation Guidance Note



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ROLE DETAILS:

Role Title:	Marketing and Engagement Executive
Grade:	Grade C, plus 15% flexible allowance.
Service area:	Communication and Consultation
Responsible to:	Communications, Marketing, and Engagement Manager

PURPOSE OF THE ROLE: *Why the role exists and what it has to achieve*

As the Marketing and Engagement Executive your purpose is rooted in our commitment to providing an excellent, modern, and agile Fire & Rescue Service for our community. You will play a crucial role in ensuring we have the right people, at the right time, with the right skills to keep our community safe.

Through innovative digital marketing strategies, dynamic community engagement initiatives, and proactive communication efforts, you will collaborate closely with teams across the Service to protect and safeguard people and places.

Your responsibility is integral to bridging the gap between our Service and the community we serve. By effectively communicating messages of safety, preparedness, and our status as an employer of choice, you will ensure these messages resonate deeply and impactfully.

By embodying our core values, you will significantly contribute to building trust, increasing awareness of public safety measures, and fostering a resilient community that thrives for generations to come.

DIMENSIONS OF THE ROLE: *The key statistics associated with the role*

Financial: Management of paid advertising budget

Staff Responsibilities: None

Any other statistical data: Management of digital data (google analytics, meta) and Customer Record Management (CRM)

Service Document Standard Form:

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PRINCIPAL ACCOUNTABILITIES: *What the role is accountable for and required to deliver*

Digital Marketing Campaigns:

- Develop and Execute: Plan, create, and implement comprehensive digital marketing campaigns. This includes identifying objectives, target audiences, key messages, and channels (such as social media, email marketing, and paid advertisements). Manage campaign timelines, budgets, and resources to ensure effective delivery and achievement of goals.

SEO (Search Engine Optimisation):

- Optimise: Improve the search engine ranking of our website and digital assets by researching and using relevant keywords, creating high-quality content, improving website architecture, and ensuring mobile-friendliness. Conduct regular SEO audits and implement changes to enhance visibility and drive organic traffic.

Social Media Management:

- Oversee and manage: All social media accounts. This involves creating engaging content, scheduling posts, monitoring interactions, and responding to comments and messages. Develop social media strategies to increase followers and engagement.

Brand Building:

- Guardian and decision-making: Ensure all communications and marketing materials adhere to brand guidelines. You will have the autonomy to approve or reject content based on brand consistency, on all external content produced. Work on projects to enhance our brand's visual identity and messaging consistency. Support initiatives to increase brand awareness and recognition.

Analytics and Reporting:

- Monitor and Analyse: Track digital marketing performance metrics using tools like Google Analytics, social media insights, and email marketing reports. Analyse data to measure campaign effectiveness, identify trends, and provide actionable insights. Prepare detailed reports for senior management.

Content Creation:

- Specialist role: Serve as the go-to expert for content creation within the Service. Continuously research and stay updated on industry trends, new technologies, and best practices. Be proactive in enhancing your skills and knowledge to produce high-quality, engaging content.
- Create and innovate: Develop and produce high-quality content, such as blog posts,

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videos, graphics, and social media posts. Ensure that all content aligns with our brand voice and supports marketing objectives. Lead initiatives to introduce new content formats and creative approaches.

Community Engagement:

- Framework coordination: Oversee the implementation and adherence to the corporate-wide community engagement framework. Ensure that teams across the Service understand how to use the framework to effectively engage with communities.
- Support: Organise and participate in community engagement activities. This includes planning events, collaborating with local organisations, and executing outreach programs that enhance our community presence and relationships. The role will include working some evenings and weekends and traveling around the county, visiting stations.

Recruitment Marketing:

- Assist: Support recruitment efforts by promoting job opportunities and enhancing our employer brand. Develop marketing materials and campaigns to attract and retain talent.

Crisis Communication Support:

- Assist: Help the Communications Officer manage communication during crises. This includes drafting press releases, monitoring media inquiries, and coordinating responses.
- Out-of-Hours Support: There may be occasions where you are asked to support crisis communications voluntarily. As an emergency services organisation, your flexibility and willingness to assist during crises are highly valued.

Marketing Administration:

- Manage: Oversee administrative tasks related to marketing activities. This includes handling inquiries received via the marketing email inbox, maintaining marketing databases, and ensuring timely responses to stakeholders.

DECISION MAKING:

Make decisions:

- Digital marketing strategy: Develop and implement strategies for digital marketing campaigns, making key decisions on content, channels, and creative approaches. Regularly update your line manager on progress and outcomes.
- Objective management: Plan and prioritise tasks to achieve annual objectives set by

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your line manager. Ensure timely completion of projects within budget constraints.

Significant say in decisions:

- **Strategic advice:** Provide expert advice and recommendations on digital communication strategies, brand management, crisis communication planning, and marketing processes. Use professional judgement to influence strategic decisions.
- **Paid advertising:** Analyse the performance of paid advertising campaigns. Evaluate their effectiveness and make decisions to optimise spending and achieve the best return on investment.
- **Website management:** Oversee website performance and user experience. Conduct regular reviews and present improvement recommendations to the Marketing, Communications, and Engagement Manager.

CONTACT WITH OTHERS: *The frequent contact the role holder has with others and for what purpose*

Internal:

As the Marketing and Engagement Executive, you will play a crucial advocacy role within our Service, promoting collaboration and alignment across various departments:

- Influence and advise stakeholders at all levels across the Service.
- Cross inter-departmental working using persuasive communication and a collaboration approach to ensure that marketing and engagement strategies are closely tied to organisational goals.
- Engage with staff. Visiting fire stations across the Service, to gather valuable insights and advocate the importance of understanding local contexts, effective content creation, and community engagement.

External:

Externally, the Marketing and Engagement Executive advocates for the Service's mission by:

- Fostering and managing relationships with community organisations, media outlets, potential candidates, and external partners.
- Manage suppliers, including design agencies, to ensure effective collaboration and delivery of marketing materials.

PERSONAL REQUIREMENTS:

Service Document Standard Form:

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- To participate in a programme of continuous personal and professional development relevant to the role
- To demonstrate conduct and behaviours in accordance with the Service policies, values and norms
- To comply with the Service's aims, organisational values and behaviours and their impact on this post
- To be committed to protecting and respecting the privacy of individuals and the responsible handling of personal information
- To ensure all aspects of health and safety are adhered to. Ensuring that all employees, visitors, contractors etc. within the area are following statutory requirements and Service policies and procedures
- To support the effective implementation and embedding of equality, diversity and inclusion
- The Service is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employees and volunteers to share this commitment
- To undertake, with appropriate training, the duties of other roles as required
- To mentor and coach employees as required
- To contribute to the development and implementation of relevant policies and procedures
- Attend meetings as required and submit information in appropriate formats as required
- To undertake any other duties which fall within the broad spirit, scope, levels and purpose of this role that may reasonably be required from time to time, at any location required by the Service

REQUIREMENTS: Essential Criteria

The skills, knowledge, qualifications and training required to perform the role

Qualifications & Training:

- Certification or training in digital marketing, social media management, or related fields such as a level 3 digital Marketing apprenticeship
- Full UK valid driving license

Experience:

- **Digital Marketing Leadership:** Proven track record in leading and executing comprehensive digital marketing strategies across multiple channels (social media, email, paid advertising) to achieve organisational objectives.
- **Technical Proficiency:** Hands-on experience with digital marketing tools and platforms such as Sendible (for social media management), Google Analytics (for data analysis), and Customer Management System platforms like WordPress (for content management)

Service Document Standard Form:

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- **Content Strategy and Creation:** Specialist in developing and implementing content strategies across various mediums (written, photography, videography) that align with brand voice and marketing goals. Proven ability to create engaging and effective content.
- **Brand Management and Compliance:** Experience in brand guardianship, ensuring all communications and marketing materials adhere to brand guidelines. Ability to make autonomous decisions regarding brand representation in external communications.

Skills:

- Strong written and verbal communication skills suitable for engaging diverse audiences and stakeholders effectively.
- Ability to develop and execute marketing campaigns across various platforms including email, social media, and traditional channels.
- Knowledge of branding principles to ensure brand consistency across all marketing materials and communications.
- Familiarity with SEO techniques to enhance website visibility and drive traffic through search engine optimisation strategies.
- Competence in developing strategies to boost community engagement and raise awareness of fire safety initiatives and related programs.
- Excellent organisational skills with the ability to manage multiple projects concurrently, prioritise tasks effectively, and meet deadlines and objectives.
- Ability to adapt to new technologies and marketing trends, and willingness to innovate in content creation and campaign strategies.
- Adept at working within a team environment and coordinating with various departments within the fire service to achieve shared objectives.

REQUIREMENTS: Desirable Criteria

Qualifications & Training:

- Additional certification or training in digital marketing, social media management.

Experience:

- **SEO Expertise:** knowledge of SEO principles and practices to optimise website performance, enhance search engine rankings, and drive organic traffic. Experience conducting SEO audits, implementing improvements, and staying updated with SEO trends and algorithm changes.
- **Analytics and Data Interpretation:** Strong analytical skills with the ability to interpret

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data, analyse campaign performance metrics, and derive actionable insights to optimise marketing strategies. Experience in generating detailed reports for senior management to facilitate informed decision-making.

- Community Engagement and Stakeholder Relations: Demonstrated success in developing and executing strategies to enhance community engagement, manage partnerships, and promote initiatives related to fire safety and community welfare.
- Crisis Communication Support: Proficiency in crisis communication management, including drafting press releases, handling media inquiries, and coordinating responses during critical incidents. Willingness to participate in on-call duties as needed.

Skills:

- Understanding of the fire service sector, or a strong willingness to learn about it to effectively communicate and promote relevant initiatives.
- Knowledge of local community demographics and dynamics.
- Demonstrated ability to think strategically and creatively to address challenges and opportunities.
- Experience in conducting market research or surveys to gather insights and feedback from target audiences.
- Knowledge of graphic design principles and experience using design software such as Adobe Creative Suite.
- Membership or affiliation with relevant professional organisations or networks.

ANY ADDITIONAL INFORMATION: *Information relevant to the role.*

The Service is currently undergoing a review of all employee allowances, and any changes will be communicated post-review

While a formal out-of-hours rota is not yet fully developed, Participation in out-of-hours support will be compensated with either time off in lieu or as overtime until a full review and formal rota are developed