

ROLE PROFILE



Role profile		
Title	Marketing & Events Technical Officer	
Grade	GRADE E	
Reference:	NI67	
Reports to:	Marketing and Events Manager	
Behavioural competency job type	Technical Manager	
Work style Definition	Office based hot-desk/touch down worker	
Primary purpose of role	To increase investment through supporting the Marketing and Events Team and 3 Independent BID companies in delivery of projects and events and ensuring smooth financial management.	
Key accountabilities and key measures	Role outcomes Finance <ul style="list-style-type: none"> Financial, budget setting and monitoring support to 3 independent BID companies and the PCC Marketing and Events team, who have a combined annual budget in excess of £2 to 4million including budget forecasting. (10%) Manage the day to day financial transactions on behalf of 3 external companies and PCC Marketing and Events Team including cash handling. (25%) Management of the sales ledgers and credit control, working closely with internal departments and external businesses in relation to major events and ensuring significant income. (15%) 	Role measures <ul style="list-style-type: none"> Bid companies do not incur financial penalties due to council financial support. Bid companies and Council budgets are monitored and come in on budget. Cash flow of BID companies is maintained.



Plymouth City Council is committed to providing access, adaptations and alternatives wherever possible, to enable people with disabilities to fulfil the criteria for and to carry out role duties.

	<p>Support to Marketing and Events Team</p> <ul style="list-style-type: none">▪ Assisting the Marketing and Events manager in the preparation of complex documentation and reports. Contract procurement and negotiation. (20%)▪ To co-ordinate, investigate and compile responses to complex and politically and commercially sensitive Freedom of Information requests for the Marketing and Events team. Dealing with conflict resolution and hostile customers. (5%)▪ Liaison with partners and stakeholders. Provide oversight and responsibility for key commercial activities at major events including the secure handling and storage of cash and safety of staff. (15%) <p>Procurement (10%)</p> <ul style="list-style-type: none">▪ Liaising with contractors and internal departments to ensure procurement services for Economic Development and the 3 BID companies are followed correctly to achieve value for money in line with corporate standards.	<ul style="list-style-type: none">▪ Contracts are agreed and signed by both parties in timescales.▪ FOIs are acknowledged, investigated and responded to in the correct timeframe. Liaison and reports to the ICO are implemented when necessary.▪ Commercial income is achieved and cash is secure, staff are safe and reconciliation process are followed to comply with audit recommendations▪ Procurement is seen as clear and transparent.▪ 100% of all procurement complies with Standing Orders/OJEU requirements.
Key activities	<p>Finance (50%)</p> <ul style="list-style-type: none">▪ External and internal liaison with contractors, and advising managers and accountants in relation to budget monitoring, cash flow forecasting, VAT payments, closedown and year end accounts, audits and new system set ups. Dealing with all aspects of Civica, debtors; raising invoices, creditors; paying invoices, liaising with suppliers – using separate systems for each company and PCC▪ Oversight and responsibility for key commercial activities at some major events including customer service and production and implementation of policies and procedures in relation to the secure handling and storage of cash and safety of staff▪ Co-ordinating transactions between PCC and the BID companies to help ensure cash flow is steady and income achieved, individual transactions can be £100K plus.▪ Complex budget work to monitor and assist with planning multiple budgets across the 3 BID companies and PCC including consultancy funding▪ Assisting and working with external auditors in relation to annual company audits.▪ Assisting and advising on budget setting, ledger structure, budget monitoring and cash flow forecasts and verifying income.	

	<ul style="list-style-type: none"> ▪ Forward planning and organisation to ensure payroll for the 3 BID companies is delivered on time. ▪ Responsible for handling and processing of manual or computerised information where care, accuracy, confidentiality and security are important. Preparing and collating financial information ensuring client confidentiality is maintained by complying with Data Protection Act. <p>Support to Marketing and Events Team (40%)</p> <ul style="list-style-type: none"> ▪ Receive investigate and respond to complex and politically and commercial sensitive FOI's, dealing with conflict resolution and hostile and vexatious customers. ▪ Liaise with the ICO if decisions are challenged or requests vexatious. ▪ Be responsible for the ED-SPOC mailbox which is required for requests which need a single point of contact due to be of a complex, sensitive and/or vexatious nature. ▪ Support and assist the Marketing and Events Manager with the preparation of complex Council documents to include cabinet reports and delegated decisions. ▪ Support and assist the Marketing and Events Manager with complex contract procurement and negotiation. Liaising with the Legal department, contractors and suppliers. ▪ Assisting with Community Impact Assessments following larger events. <p>Procurement (10%)</p> <ul style="list-style-type: none"> ▪ Work closely in conjunction with PCC purchasing to source and order a wide variety of goods and services, both for PCC Economic Development and the 3 Bid Companies ▪ Responsible for ensuring procurement system are correct at year end to ensure the correct transactions are allocated to the correct financial year and advising colleagues of the process ▪ Carry out other duties appropriate to the grade of the post.
Essential qualifications/ knowledge	<ul style="list-style-type: none"> ▪ Business level qualification or equivalent substantial experience in a similar role eg NVQ level 4 or foundation degree in business admin or AAT ▪ Financial skills including basic bookkeeping and understanding of Financial Regulations, financial spreadsheets, reconciliation and closedown processes ▪ 5 GCSEs (Grade A-C) or equivalent including Maths and English ▪ Knowledge of procurement procedures ▪ Knowledge and understanding of Freedom of Information policy and process ▪ Knowledge of Health and Safety legislation, policy and implementation. ▪ A full driving licence (as events are generally out of hours and may require commuting in unsociable hours).
Desirable qualifications/ knowledge	<ul style="list-style-type: none"> ▪ Knowledge and awareness of local government finance and Bid legislation and funding.

Essential experience	<ul style="list-style-type: none"> ▪ Experience of dealing with difficult and vexatious customers. ▪ Knowledge and understanding of Contract management, Standing orders and Financial Regulations. ▪ Experience of writing policies and procedures. ▪ Demonstrable experience of working in accountancy, finance and/or audit environment including an awareness of VAT and experience of advising management on finance. ▪ Reasonable recent experience of budget preparation, budget monitoring, financial reporting and closure of accounts. ▪ Experience of compiling risk assessments. ▪ Procurement processes and Supplier evaluation and selection processes e.g. credit, health and safety, and quality checks and references.
Desirable experience	<ul style="list-style-type: none"> ▪ Experience of public sector systems, financial processes, democratic processes etc.
Essential skills	<ul style="list-style-type: none"> ▪ Ability to undertake varied complex project work as directed by the Marketing and Events Manager. ▪ Ability to work long and unsociable hours including evening and weekends, working for long periods of time, in all weathers and exposed environments. ▪ Able to deal with considerable levels of work related pressure from dealing with multiple projects with conflicting deadlines such as delegated report deadlines, statistical return deadlines etc. ▪ Excellent communication skills – both verbal and written across a wide range of internal and external stakeholders including suppliers and members of the public day to day and also in relation to responding to FOI's, complaints and undertaking conflict resolution particularly at events. Ability to analyse and interpret varied data. ▪ Attention to detail with the ability to work to a high level of accuracy. ▪ Ability to check records for accuracy, carrying out complex calculation, creating and amending complex spreadsheets. ▪ Financial Skills including basic bookkeeping and understanding of Financial Regulations, financial spreadsheets and reconciliation. ▪ Cash handling ▪ Good keyboarding skills using MS Outlook, Word, Excel and Powerpoint to produce emails, documents, spreadsheets and presentations.
Corporate standards <ul style="list-style-type: none"> ▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance. ▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures. ▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures. ▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation. 	