

## **Marketing and Customer Experience Administrator**

**Reports to: Head of Digital and Marketing**

**Job Purpose** - Providing support to the Digital and Marketing team, as well as occasional support to the Customer Experience Team.

**Description:** Suffolk Libraries is looking to redefine how people view libraries. We want to develop an experience which expands our traditional customer base, while engaging new audiences. We are looking for an enthusiastic and organised individual to join our newly formed Customer Experience Team which includes Digital and Marketing and overall management of all of the organisation's public facing services. This will be a wide-ranging role for someone with excellent marketing and organisational skills, and would offer an exciting opportunity to support the organisation's vision to play an even bigger role in people's lives.

Some experience of any aspect of marketing and communications, or a marketing and communications qualification, would be desirable. You will report to the Head of Digital and Marketing and be responsible for providing marketing support, as well as occasional support to the rest of the Customer Experience team.

### **Key Responsibilities**

- Helping to raise awareness of Suffolk Libraries services and offer to Suffolk residents and other organisations and to help promote library events and activities. The role may also involve attending public-facing events to promote the library service.
- Assisting with the logistics and co-ordination of marketing materials and equipment to libraries including leaflets, gazebos, banners etc. The role also involves helping to keep library staff informed about key developments and opportunities.
- Assisting colleagues to create and source professional marketing materials and helping to ensure marketing materials produced across the organisation meet branding guidelines. The role also involves the administration of customer surveys run by Suffolk Libraries or individual libraries and helping colleagues with proofreading key documents.
- The role also involves providing general administration and office management support to the Customer Experience Team and answering customer service queries in the event of other colleagues being absent.

### **Qualifications and Person Specification**

- Educated to a good standard with excellent IT skills.
- 'Can do' attitude and a good team player
- The ability to handle pressure and meet deadlines
- Attention to detail, excellent time management and organisation
- Good written and oral communication skills
- Some experience of marketing and/or administration would be desirable.