



## Cumberland Council

### Post Specification

Date	November 2025
Post Group Number	8847
Post Title	Marketing & Communications Support Officer
Job Family	Organisational Support
Job Family Role Profile	OS9
Final Grade	9

To be read in conjunction with the job family role profile

#### Service Area description

Active Cumbria is one of 43 Active Partnerships covering every part of England and is part of Cumberland Council's Public Health, Customer and Community Wellbeing, and a shared services agreement with Westmorland & Furness Council. Through the provision of leadership, expertise, insight and connectivity, we support local organisations to develop services to achieve a wide range of outcomes through increasing participation in physical activity and sport in communities across Cumbria.

#### Purpose of this post

In alignment with the values and behaviours of the Council, support the provision of high-quality marketing and communications support functions on behalf of Active Cumbria through the application of local knowledge and specialised skills.

#### Key job specific accountabilities

1. Through the application of specialist skills and knowledge support the planning, evaluation, and delivery of marketing and communications plans covering a range of work areas, which demonstrate clear impact measurement.
2. Support the design and development of a range of marketing materials using a variety of formats which tell the story of our work, these could include PR, reports, video, social media, printed materials, publications, and website content.
3. Support the development of productive working relationships with both internal and external partners at a locality level; building capacity, enhancing networks, sharing knowledge and intelligence, whilst applying specialist skills.
4. Provide marketing and communications support, training, and advice to other officers within Active Cumbria, and external organisations as appropriate.
5. Represent Active Cumbria and the Council on internal and external partnership and network groups influencing local decision making through the application of specialist skills and knowledge.
6. Be a proactive member of the Active Cumbria Team contributing to the continuous improvement of the service and the application of national standards including safeguarding and equality and diversity.
7. Support the preparation and completion of Performance Management Reports to a range of key stakeholders.
8. To undertake such other duties and responsibilities commensurate with the grading and nature of the post.

Please note annual targets will be discussed during the appraisal process

#### Key facts and figures of the post

<b>Budget Responsibilities</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Staff Management Responsibilities</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Ability to travel independently</li> </ul>
<b>Essential Criteria - Qualifications, knowledge, experience and expertise</b>	
<ul style="list-style-type: none"> <li>Technical, vocational or part-professional qualification at vocational degree level or equivalent experience (NVQ 3/4).</li> <li>Thorough knowledge regarding the service and relevant legislation.</li> <li>Knowledge of Health and Safety and related procedures and policies and how they apply to the work area.</li> <li>Understanding budget processes and organisational priorities.</li> <li>Knowledge of inward- and outward-facing Council issues.</li> <li>Good interpersonal skills including negotiating, conciliating, people management and motivational skills.</li> <li>Some experience of implementing change.</li> <li>Political awareness.</li> <li>Technical proficiency in advanced software applications.</li> <li>ICT skills relevant to the work area.</li> </ul>	
<b>Disclosure and Barring Service – DBS Checks</b>	
<ul style="list-style-type: none"> <li>This post does not require a DBS check.</li> </ul>	
<b>Job working circumstances</b>	
<b>Emotional Demands</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Physical Demands</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Other Factors</b>	
<ul style="list-style-type: none"> <li>N/A</li> </ul>	