|  |  |
| --- | --- |
| New RDC Logo colour.JPG | **Job Description and Person Specification** |

|  |  |
| --- | --- |
| **Job Title** | Ryecare Marketing & Administrative Officer |
| **Department** | Housing |
| **Reporting to** | Ryecare Manager |
| **Grade** | Grade H |

|  |
| --- |
| **Job Purpose** |
| Extensively promoting the Ryecare lifeline service raising awareness in the local area and maximising income in line with the Ryecare Business Plan through   * Production of marketing material and a marketing plan, including providing presentations to groups of prospective clients and organisations and press releases for newspaper articles. * Consultation with customers to provide a service they require – individual to their needs. * Building relationships with other partnerships to work together to spread the word about the quality local service Ryecare provides. |

|  |
| --- |
| **Job Context** |
| Ryecare offers customers the ability to stay living independently at home, whilst also receiving the extra reassurance that help is available at the touch of a button. The call centre operates 24 hours a day, 7 days a week and 52 weeks of the year and is available for anyone who would like to feel safer in their home.  The service provides a call unit and pendant with a button that can be pressed in case of emergency, automatically alerting the call centre who will provide immediate assistance. |

|  |
| --- |
| **Operational Duties** |
| To maximise the potential of the service and increase referral rates from others in line with the Ryecare Business Plan by:   * Responsible for raising awareness of the benefits of the Ryecare service. This involves individual or group presentations. Designing or updating promotional literature and distribution of this throughout the district. * Assisting the Ryecare Manager by producing service and budget reports and analysis to facilitate regular review of the Business Plan and identification of new income streams. * Co-ordinating all referrals and liaising with Ryecare staff and the Community Team regarding installation, maintenance and testing of equipment and follow up any enquiries about the service and where applicable, converting these into appointments, to give the best possible quality service to our customers. * Maintaining up to date records of all monitoring, testing and maintenance of equipment with regular stocktaking of equipment in all areas, and ensure any faulty equipment in use is replaced immediately. The post-holder should be proactive in ensuring all testing, battery and equipment changes are up to date. * Administrative responsibility for the production of all paperwork ready for installation and processing forms upon return, raising relevant purchase orders and administration of all accounts relating to the service including debt recovery. * The post-holder may be called upon to handle calls in the call centre to cover staff shortages and assist with the installation and testing of lifelines as and when required, when work demands are high. Installation of equipment will require the post holder to be able to travel to some remote rural areas. * The post holder will be responsible for ensuring shifts are covered in the Ryecare Managers absence, and reporting any problems during that period to a senior manager for appropriate action to be taken. * The post holder may also be required to relocate the service to an alternative location in times of emergency affecting the service’s main location. This will require the ability to travel in the most timely and effective manner to ensure minimum disruption to the service. * Ensuring that duties are carried out with full regard to the Council’s policies, including Equal Opportunities, Safeguarding, Equality and Diversity, Health and Safety and Information Governance. * The Council takes seriously its responsibility to safeguard and promote the welfare of children and young people and to protect adults at risk.  There is an expectation that all staff will positively demonstrate their awareness and support to this commitment. |

|  |
| --- |
| **Creativity and Innovation and Problem Solving** |
| Applying creative and innovatory thinking in the resolution of problems and handling of issues through:   * Continually looking at implementing new ways of working, challenging assumptions in the delivery of the service and ensuring the service is customer focussed. * Providing a professional customer service and contributing to the delivery of efficient and effective services for the Council. * Being commercially aware and assisting in the development of creative solutions to deliver improved standards within the service, whilst maximising income and offering added value to customers. |

|  |
| --- |
| **Contacts and Relationships** |
| Ryecare deal with a wide range of customers and contracts throughout the North Yorkshire region. The Post holder must work extensively with others across and within the organisation and with contract customers throughout North Yorkshire, building and maintaining strong relationships through:   * Fostering positive relationships with all local agencies, businesses and partners, representing the Council at regular meetings and responding to various consultations, upholding the Council’s corporate reputation and influencing stakeholders on the delivery of services. * Developing robust links with internal colleagues to actively promote the service when dealing with customers in other parts of the organisation. * Encouraging a collaborative environment where staff can share ideas and information to improve the overall running of the call centre and encourage efficiencies and excellence in customer service provision. * Building and maintaining strong relationships with all private users of the service to encourage confidence in the business. |

|  |
| --- |
| **Project and Programme Management** |
| * Assisting the Ryecare Manager on a range of projects, when required, which are consistent with the Ryecare Service and participating in teams as necessary, for any relevant cross authority programmes or projects. * Assisting with the organisation and co-ordination of Ryecare initiatives and undertaking research, preparation of reports and advising colleagues in this regard. |

|  |
| --- |
| **Information Management and Performance Reporting** |
| * Providing accurate and timely information through the analysis of service and other information, preparation of questionnaires and reports to facilitate evidence based decision making. * Ensuring maintenance of appropriate records and databases, including developing and maintaining electronic records. * Responsible for regular stock control of all equipment, whether in use, in stock awaiting repair or missing. Keeping a record of stocktakes for audit purposes. * Knowledge and experience of a wide range of IT packages is required to fulfil this role. Post holder will assist the Ryecare Manager with direct mailings. * Ensure all procedures held in Ryecare are regularly reviewed and updated. |

**General**

* The above list of duties is neither exclusive nor exhaustive. The post holder will be expected to undertake other duties commensurate with the responsibility level of this post, as directed by senior management.
* The Council is a dynamic organisation which recognises the need to respond flexibly to changing demands and circumstances. Whilst the job description provides a summary of the post it may need to be amended to meet changing circumstances.
* The Council takes seriously its responsibility to safeguard and promote the welfare of children and young people and to protect adults at risk. There is an expectation that all staff will positively demonstrate their awareness and support to this commitment. The role will involve an enhanced check with the Disclosure and Barring Service (DBS).

.

**Requirements of the Post**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Qualifications / Training** | * Minimum of 5 GCSE’s including English and Maths at level A-C or equivalent * Proficient in a wide range of IT packages and willing to continue to learn * Safeguarding training and awareness | * Dementia awareness * Mental Health Awareness |
| **Knowledge** | * In depth awareness, knowledge and adherence to Information Governance/Data Protection principles. * Awareness, knowledge and commitment to Equality & Diversity and Health & Safety legislation and of safeguarding responsibilities. | * Knowledge and understanding of local government and of the areas of responsibility. * Of working in a sales driven post |
| **Experience** | * Of working in a sales or marketing environment * Of working in a customer focussed environment * Highly effective communication skills – ideally with an elderly client group * Of dealing with people from all walks of life * Able to deal with emergency situations and make on the spot decisions * The post holder will have strong communication skills, will be able to convey information clearly and effectively at all times. | * Of working with elderly or vulnerable clients * Of meeting budget targets set * Aware of environmental factors that affect the market * Of research and analysing market trends |
| **Skills** | * Ability to plan, allocate and evaluate workloads, determining work methods to achieve objectives * Ability to seek, evaluate and organise information to aid decision making. * Must have the ability to work on their own initiative within a framework of procedures and follow procedures correctly * Ability to create, maintain and enhance constructive working relationships. | * Approachable, flexible, with a ‘can do’ attitude * Good listener |
| **Other** | * Highest professional integrity. * Emotionally resilient. * Patient, caring , sympathetic, treating customers with respect and dignity * Full UK driving License as post holder is expected to be able to respond to relocation of the service in emergency situations. | * Must be able to work as part of a team or lone work. |