

**UNCLASSIFIED**

<b>JOB SPECIFICATION (2010)</b>		<b>JSN</b>	
<b>Position Title</b>	SO1 Marketing & Comms ARITC/RPP	<b>Date Approved</b>	
<b>Unit</b>	RPP/ARITC	<b>Approved By</b>	
<b>Location</b>	Upavon	<b>TLB</b>	
<b>Establishment Type</b>	Established	<b>Rank/Grade</b>	
<b>Establishment/OET Ref</b>	00810019	<b>Service/Type/Arm</b>	
<b>UIN/SLIM/JPA PID</b>	A5371F/01356858/2036827	<b>Exch/NATO/JSRL No</b>	
<b>Incumbent</b>	Lt Col K Bingham RLC	<b>Staff/Command</b>	
<b>E-mail</b>	ARITC-Recruiting-Marketing-SO1	<b>WTE/MSTAR</b>	
<b>Phone Number</b>	94393 8704	<b>Manning Priority</b>	
<b>Security Status/Caveats</b>	SC	<b>Assignment Length</b>	
<b>Reporting Chain</b>	Army	<b>Primary Career Field</b>	
1 <sup>st</sup> RO	AD Recruiting	<b>Sub Field 1</b>	
2 <sup>nd</sup> RO	D Ops HQ ARITC	<b>Secondary Field</b>	
3 <sup>rd</sup> RO		<b>Sub Field 2</b>	
<b>Unit Role:</b> As a HQ to exercise command and control of the Army Recruiting and Initial Training Command.			
<b>Position Role:</b> Marketing & Communications lead for the recruiting Partnering Project, encompassing internal and external marketing communications, lead military advisor and facilitator to the RG marketing team and contracted agencies with Media and Comms responsibilities for HQ ARITC!			
<b>Responsibilities:</b> <ol style="list-style-type: none"> <li>1. Army lead for marketing communications within the Recruiting Partnering Project (RPP)</li> <li>2. Rec Br military lead and liaison for RG marketing activity.</li> <li>3. Advice and approvals to RG Marketing team and contracted agencies</li> <li>4. Liaison with MOD, DDC and AC to produce and maintain working relationships.</li> <li>5. Liaison with stakeholders, SMEs and Service Provider to establish, communicate and embed change processes and new working practices across Recruiting Group and the Army</li> <li>6. ARITC rep for all Army HQ, MOD &amp; x-Gov recruit marketing activity.</li> </ol>			
<b>Pre Appt/Deployment Trg:</b>			
<b>Domestic Considerations:</b> Nil			
<b>Performance Attributes</b>	<b>Priority Component Features</b>		
Adaptability and Initiative	Adapts to new circumstances, bringing to bear both common sense and innovation. Anticipates problems and grasps opportunities for improvement while demonstrating mental agility to make informed judgements.		
Communication and Influence	Establishes connections and builds rapport to gain support and commitment from others		
Teamwork and Collaboration	Promotes and generates cooperation to achieve collective outcomes achieve collective outcomes. Builds and maintains connections to create trusted working relationships		
Breadth of Perspective	Demonstrates an awareness of the impact of decisions and actions on both immediate and longer term outcomes.		
<b>Education/Training</b>	<b>Type</b>	<b>Pri</b>	<b>Comments</b>
Military Quals			
Other Quals/Competencies	IT literate	High	Microsoft Office, Powerpoint
Education			
Language			
<b>Experience</b>			
Service/Arm/OGD	Army	Essential	
Operational			
Staff	Grade 1	Essential	Lt Col
Command			
Fields/Trades	HR		
Environments	Media or Comms	Essential	Marketing/Media/Comms/PR/Recruiting beneficial
<b>Other Comments</b>			
<b>Originator:</b> Col R Cleland		<b>Appt:</b> AD Recruiting	<b>E-mail:</b> ARITC-Recruiting-AD
<b>Auth by 2<sup>nd</sup> RO:</b> Brig A Griffiths		<b>Appt:</b> D Ops	<b>E-mail:</b> ARITC-DOps
			<b>Tel:</b>
			<b>Date:</b> 24 Feb 23

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To be completed in conjunction with Annex A - Job Specification (2010) Guidance Notes.