



Job Title: **MARKETING MANAGER**

THIS ROLE IS PART FUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)

Reports to: a member of the Senior Management Team (SMT)

Job Purpose:

Developing and delivering effective marketing and communications strategies and activities for the Chamber, Cumbria Business Growth Hub and other Chamber initiatives and brands across the whole business (both B2B and B2C), including initiatives such as the ERDF Growth Hub and BSUS projects and Made in Cumbria. As such you will be required to engage actively with, provide services to and ensure the buy-in of the SMT members responsible for those activities.

Principal Accountabilities:

- Overall responsibility, working to the creative director for the company, for marketing & communications strategy and planning, the look and feel of campaigns and brand management
- Developing and implementing effective marketing strategies, plans and campaigns for the various projects and activity streams, and Chamber overall, raising their profile and encouraging engagement in activities, networking and business improvement, working with relevant colleagues
- Developing and producing relevant on and offline promotional and delivery resources such as leaflets, flyers, case studies, stands, magazine, e-shots, etc, working with relevant colleagues
- Developing, producing, circulating and driving take up of a range of regular on and offline communications plus relevant web content and multimedia assets, including podcasts, working with relevant colleagues
- Management of our websites and ensuring they continue to develop and provide an effective and rewarding user experience, as well as effective search engine optimisation
- Collating and maintaining publicity evidence files
- Acting as brand champion for all brands used, ensuring consistency in tone of voice & application of branding guidelines across all communications
- Branding control and approval of promotion materials internally and across partners, working with MHCLG and other funders as required
- Providing support to colleagues and subcontractors with contact development responsibilities and making recommendations for ongoing improvements to relevant systems and processes
- Maintenance of effective records & reporting in relation to marketing and engagement, including tracking, analysing and reporting on activity and performance, and using this as part of driving improvement and ongoing development
- Organising or supporting a range of events, from small to large scale, regular and ad hoc, across a range of Chamber brands and initiatives
- Undertaking, analysing and reporting on relevant research
- Working with the Business Growth Manager and relevant subcontractors/Directors to review new technologies and keep activities at the forefront of developments in digital marketing and delivery
- Any other activities as required to support the company's activities

Planning and Organising:

- Planning and organising marketing, communications and events delivery activities, working with colleagues as appropriate

Decision Making:

- Day-to-day decision making with regard to the job role within the guidelines and ethos of the organisation
- Supporting the recording, presentation and analysis of project documentation and information
- Gathering, presentation and analysis of information on performance against targets
- Arranging marketing, communications and events delivery activities as agreed

Internal and External Relationships:

- Stakeholder management
- Developing and maintaining an effective day to day working relationship with the rest of the Chamber team
- Working with the rest of the Chamber team to promote activities
- Developing and maintaining good relationships with member businesses, clients (including Growth Hub participants), partners, the wider business community and wider partners and stakeholders, and developing good relationships with potential members and clients

Knowledge, Skills and Experience Needed:

- Robust, straightforward, target focussed, enthusiastic and self-motivated
- Ability to develop and maintain effective working relationships, internally and externally, with a wide variety of partners
- Graduate or relevant experience equating to graduate capabilities
- Good analytical skills, proven administration and IT competencies
- Self-confident, quick learner with potential for further development
- Strong administration, coordination and organisational skills
- Marketing and promotions capability, and ideally proven experience
- Excellent communication, leadership and organisational skills
- Strong track record of delivery against targets in a challenging commercial environment
- Effective writing for on and offline, with proven ability to write engaging content

PERSON SPECIFICATION

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COMMUNICATION SKILLS	Essential	Desirable	How Tested
Excellent oral and written communication skills	/		AF/I
Ability to develop and maintain relationships with a wide variety of partners and organisations	/		AF/I
Ability to write effective and engaging on and offline content suited to the relevant audiences	/		AF/I
Perceptive to politics and able to engage and persuade effectively		/	AF/I
QUALIFICATIONS			
Business or marketing qualification or relevant comparable experience	/		AF
Graduate or relevant comparable experience	/		AF
CIM qualification		/	AF
WORK EXPERIENCE/JOB SKILLS			
At least 3 years relevant experience*		/	AF/I
Sound analytical skills	/		AF/I
Broad ICT competencies	/		AF/I
Sound administration skills	/		AF/I
Excellent communication and organisational skills	/		AF/
Driving integrated communications through different channels	/		AF/I
Delivery against targets in a challenging commercial environment	/		AF/I
Effective writing content for the web and for both on and offline marketing campaigns	/		AF/I
Driving forward online/social media marketing campaigns and communications	/		AF/I
Experience in using digital marketing to increase leads and drive engagement and participation	/		AF/I
Ability to organise large and smaller scale events	/		AF/I
Ability to plan and manage marketing and communications activities effectively	/		AF/I
Marketing and communications strategy and planning	/		AF/I
Recording, analysis and reporting of marketing and communications activities and their effectiveness	/		AF/I
*While we have identified a need for experience we are happy to consider a graduate or equivalent as a development role			

MANAGEMENT/SUPERVISORY STYLE			
Ability to manage own time and activity on a day to day basis	/		AF/I
PERSONAL QUALITIES			
Personal drive and enthusiasm	/		AF/I
Ability to work in a challenging environment, prioritising workload to meet tight deadlines	/		AF/I
Confidence to take on new roles	/		AF/I
Robust, straightforward and target focussed	/		AF/I
Self confident and a quick learner with potential for further development	/		AF/I
Commercial acumen	/		AF/I
OTHER ATTRIBUTES			
Ability to travel around and outside the county	/		AF/I
Valid UK licence	/		AF
Ability and willingness to work flexibly	/		AF/I

How tested: AF= Application Form, I = Interview