

JOB DESCRIPTION

Job Title: **MARKETING MANAGER**

Area: COMMUNICATIONS

Reports To: **Deputy Chief Executive**

Job Purpose/Key Role:

The role of GFirst LEP is to drive sustainable economic growth in the county, and by doing so, create jobs and business opportunities. This role will deliver marketing activities that connect and engage the business community with the LEP, and which are sustainable long term. Working with the DCEO you will plan and co-ordinate all marketing and promotional activity for the organisation locally and nationally.

Main Duties/Responsibilities/Accountabilities:

- Lead in the preparation and delivery of multimedia marketing campaigns including B2B events, working closely with a number of high profile partners, including The Growth Hub in line with the LEP Vision. Key point of contact for media relations.
- Manage marketing activities and campaigns that support the LEP Sector Groups, engaging with the different sector groups and their members.
- Lead and support marketing and engagement activities, and campaigns that support and drive the GL Ambassadors programme in the delivery and implementation of the LEP Vision. Devise new and innovative ways to bring in new Ambassadors and engage them proactively in activities that sustain the programme long term.
- Provide leadership and proactive involvement in the marketing of business support for businesses in Gloucestershire through government or otherwise funded programmes.
- Provide marketing support for activities that are designed to encourage and facilitate Inward Investment for the county.
- Responsible for the LEP's website, CRM, marketing research and social media.

QUALIFICATIONS	Educated to degree level or equivalent and /or be able to demonstrate relevant business experience.
KNOWLEDGE	Demonstrate good knowledge relevant to SME businesses across a variety of sectors including a willingness to gain an understanding of the barriers to developing and growing successful enterprises. Be able to participate in local enterprise and business networks.
EXPERIENCE	A strategic thinker, experience of producing marketing plans and managing marketing budgets. Be able to demonstrate good experience in effectively engaging with businesses through marketing activities and campaigns. Be able to demonstrate a track record of delivering business engagement activities through marketing.
SKILLS – personal	Able to work on own initiative and as well as part of a wider team. Able to provide a favourable and professional impression by demonstrating excellent communication and interpersonal skills.
SKILLS – technical	Demonstrate an ability to use IT proficiently using Microsoft packages, the internet, web and management information systems. High level of understanding of effective B2B social media use. High level of understanding of other marketing tools and platforms including Survey Monkey and MailChimp.

Job Context/Challenges:

- Specific marketing initiatives and activities designed to support the delivery of the LEP Vision across all media.
- Delivery of annual plans, monitored regularly with the line manager reviewing progress against personal objectives and targets.

Key Relationships:

Internal

- Other staff/team members – who will require support and coordination to deliver aspects of the marketing engagement and initiative delivery.
- Meet regularly with the line manager to assess ongoing and evolving tasks and areas for personal focus/development.

External

- Businesses – to add value to them by providing information and opportunities for engagement with all of the areas of LEP activity, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide good engagement and effective relationships with all relevant intermediaries.

Decision Making Authority:

- Day to day decisions of how best to manage ongoing tasks and workload to meet personal objectives and targets.

Additional Information:

- Comply with any additional reasonable requirements relevant to the needs of the team and the business.
- Occasional unsociable hours and travel.

Equal Opportunities Statement:

GFirst is an Equal Opportunities employer and seeks to ensure that all applicants are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

Respect and Dignity at Work – ‘Improving Working Lives’

GFirst is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst will not tolerate any forms of bullying or harassment in the workplace. Everyone has a personal responsibility to seek to improve his/her own and colleagues’ working lives to create a healthy and productive working environment.