West Midlands Combined Authority

Job Description

Job Title:	Senior Marketing Officer
Directorate/Team:	Chief Executive - Communications
Location:	16 Summer Lane or other site/location
Responsible to:	Strategic Communications Manager – Marketing and Brand
Responsible for:	Marketing Officers (x2), Marketing Evaluation Exec
Key working relationships: (internal)	Communications colleagues, Managers, Heads of, Exec Directors
Key working relationships: (external)	Partners, key stakeholders such as Local Authorities

Purpose of the Post

We're building a better connected, more prosperous, fairer, greener, and healthier West Midlands and engaging with the people we serve and partners through campaigns, encouraging behaviour change is vital to deliver change for the better.

Accountabilities

Support and lead the delivery of marketing activity across the West Midlands Combined Authority (WMCA), developing and delivering effective, outcome-focused campaigns and marketing programmes on a range of services (including transport, skills and the environment).

Marketing should engage residents and businesses across the region. Working with colleagues in the communications directorate, across the organisation and external partners you will use your marketing and campaign skills to deliver creative and innovative marketing solutions that encourage behaviour change and increased awareness of the role and importance of the combined authority in delivering better lives for everyone in the West Midlands.

You will use insight, analytics, and evaluation to deliver effective, outcome-focused communications and you will use your relationship management skills to support one of our key delivery directorates as their communications business partner, acting as their first point of contact for all communications needs.

Responsibilities

Strategic

- Work with the Strategic Communications Manager to successfully develop a long-term strategy for marketing campaigns and support the development of the overarching communications strategy for the organisation. This will include mapping the customer/user journey to build and engage audiences.

People

- Provide a business partner service for a team or directorate, developing strong relationships with colleagues in the directorate and acting as the first point of contact for the wider communications team on all communications issues.

- Manage and lead two marketing officers and a marketing evaluation executive, providing guidance on their delivery of campaigns whilst supporting professional development.

Operational

- Lead and project manage the creation and delivery of multi-media marketing campaigns, exhibitions and promotional events from initial research and planning, briefing to the launch, delivery, optimisation and evaluation of campaign elements, ensuring there is a value for money approach and a ROI.
- Champion the monitoring and evaluation of the success of marketing plans and campaigns across the marketing team, learning and adapting from the outcomes of marketing programmes and campaigns.
- Steer the development of a robust evaluation model, focusing on overarching campaign performance, including multi-channel reporting.
- Monitor trends in marketing and champion ongoing education throughout the marketing team and beyond to remain highly effective.
- Manage and maintain strong relationships with media agencies and publishers to ensure positive collaboration in promotional activities across multi-channels.
- Develop creative communications to reach and engage identified audiences effectively, including a digital first approach to marketing campaigns.
- Work with the Digital Communications team to ensure all campaign landing pages are suitable and optimised for paid campaign traffic with good design, content and tracking in place.
- Work with the CRM Manager to grow the marketing database and implement a programme of regular email communications.
- Working closely with the Brand Officer, ensure brand identities for the WMCA, TfWM and associated brands are used appropriately and advise colleagues and external partners on the correct use of the brand in all communications materials.
- Work with the Human Intelligence team to continuously develop a programme of user testing and research to ensure we understand our audiences, their needs, and which channels to use to effectively communicate and engage with them.
- Work with internal colleagues and external agencies to brief and deliver assets for campaigns in line with the brand guidelines, including design and video production.
- Write, edit, supply and maintain copy for a wide range of materials.

Financial

- Undertake the preparation of budgets and monitoring of expenses ensuring that campaigns are delivered to budget and on-time.

Other

- To represent the Strategic Communications Manager - Marketing and Brand at meetings/events and deputise for them on specific matters as required.
- Represent the WMCA at corporate events as required.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	**E**	**D**	**A***	**I***	**T***
Multi-disciplinary marketing experience including campaign management to attract, engage and convert audiences	X		X	X	
Experience of audience research and profiling (ie personas, user	X		X	X	

testing and surveys/interviews etc)					
Media buying for digital channels	X		X	X	
Development of marketing plans to an industry standard model	X		X	X	
Experience of working with media and creative agencies	X		X	X	
Developing and maintaining strong stakeholder relationships	X		X	X	
Experience of producing reports and ongoing optimisations on campaign performance to maximise ROI	X		X	X	
Skills / Knowledge	**E**	**D**	**A***	**I***	**T***
In depth knowledge of best practice in social media campaign targeting and content creation	X		X	X	
Copywriting for print and digital channels	X		X	X	
Build and optimization of PPC campaigns		X	X	X	
CRO and A/B testing for advert creative and landing pages		X	X	X	
Development of monitoring and evaluation metrics	X		X	X	
Knowledge of trends in marketing channels and tactics for targeting audiences	X		X	X	
Qualification / Education / Training	**E**	**D**	**A***	**I***	**T***
Degree level or equivalent	X		X		
Possession of an appropriate, professional qualification (i.e. Chartered Institute of Marketing or Social Media for Business)		X	X		

***Key: A** = Application, **I** = Interview, **T** = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	**Competency**	**Behaviour**
Collaborative	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.

Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements									
Essential Car User		**Politically Restricted Post**		**Disclosure and Barring Service (DBS)**				**Vetting**	
Yes ☐	No ☐	Yes ☐	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details			
Date Evaluation Agreed	**JEP Reference**	**Grade**	**Job Family**
03.01.25	**JEP510**	**36-40**	