

## **Job Description**

**Post Title:** Marketing Executive – Business

**Directorate:** Communications

**Reports to:** Marketing & Outreach Officer – Business

**Direct Reports:** 0

**Salary Band:** 2529

**Key Relationships:** Communication colleagues

### **Role Purpose**

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

You will support colleagues in the Business Engagement team and wider communications team to deliver effective, outcome-focused campaigns and marketing initiatives focusing primarily on the region's business support service – Business Growth West Midlands, but also wider economic related policy areas.

You will use and develop your marketing and campaign skills to help the delivery of creative and innovative marketing solutions that encourage behaviour change and increased awareness of the role of the combined authority in delivering better lives for everyone in the West Midlands.

You will use insight, analytics, and evaluation to support the reporting of effective, outcome-focused communications and help to ensure all communications work is brand compliant and meets quality standards, agreed timelines and budgets.

### **Responsibilities**

- Support the successful implementation of a marketing strategy and the overarching strategic communications strategy for the organisation.

- Work with colleagues across the communications team, wider organisation and external partners to support the delivery of multi-channel marketing initiatives and campaigns that raise awareness of the organisation's work, engage and retain customers and support behaviour change programmes.
- Ensure brand identities for the Business Growth West Midlands, WMCA and associated brands are used appropriately and advise colleagues and external partners on the correct use of the brand in all communications materials
- Monitor and evaluate marketing plans and campaigns, learning and adapting from the outcomes of marketing programmes and campaigns
- Deliver advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events
- Research best practice and marketing trends to support a culture of continuous improvement and innovation across the team
- Support market research projects to evaluate trends and brand awareness to inform marketing campaigns
- Maintain strong relationships with media agencies and publishers to ensure positive collaboration in promotional activities
- Work closely with the other business engagement colleagues in preparing budgets and monitoring expenses
- Ensure there is a digital first approach in all marketing campaign delivery

## Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			<b>Assessment Method</b>		
<b>Experience</b>	E	D	App*	Int**	Other***
Prior experience in a marketing role	X				
Prior experience in a B2B or G2B environment		X			
Experience using a range of marketing tools and techniques to support the delivery of successful marketing campaigns	X				
Working with internal and external partners and stakeholders		X			
Working at pace, taking a positive approach to new challenges	X				
Using research and insight to monitor and evaluate the outcomes of marketing programmes and campaigns	X				
Demonstratable experience of developing creative marketing concepts for use on digital channels	X				
<b>Skills/Knowledge/Abilities</b>	E	D	App	Int	Other

Understanding of brand marketing and brand compliance		x			
An understanding of communicating across different channels and to different audiences	x				
Excellent written skills	x				
Excellent interpersonal skills and the ability to work as part of a team and independently	x				
Ability to organise, prioritise and deliver a demanding workload	x				
A flexible approach and the ability to work effectively in a range of situations and with a diverse range of people	x				
Enthusiasm and a high degree of initiative and motivation	x				
<b>Qualifications/ Professional Memberships</b>	E	D	App	Int	Other
Educated to degree level		X			
Membership of an appropriate professional body		X			

\* Application

\*\* Interview

\*\*\* Details will be shared at interview stage

### Core Expectations

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 Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
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.
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### **Health and Safety**

All employees have a duty to take reasonable care for the health and safety 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 and safety.

### **Equality and Diversity**

To promote and champion equality and diversity in all aspects of the role

### **Learning and Development**

To participate in and take responsibility of any learning and development required to carry out this role effectively.

### **Performance Management**

To actively engage in the performance management process and take responsibility for managing performance outcomes.

### **GDPR (General Data Protection Regulation)**

To 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.

### **Other**

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis