West Midlands Combined Authority

# Job Description

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| **Job Title:** | Marketing Officer |
| **Directorate/Team:** | Chief Executive - Communications |
| **Location:** | 16 Summer Lane or other site/location |
| **Responsible to:** | Senior Marketing Officer |
| **Responsible for:** | 1 x Marketing Executive |
| **Key working relationships:** (internal) | Communications colleagues, WMCA and TfWM colleagues, Managers |
| **Key working relationships:** (external) | Various stakeholders and partners |

**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 our partners is vital to deliver change for the better.

**Accountabilities (Deliverables)**

You will support the delivery 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) which 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 (Duties)**

**Strategic**

- Lead the successful implementation of marketing strategies and the overarching strategic communications strategy for the organisation.

**People**

- Work with colleagues across the communications team, wider organisation and external partners to develop and deliver multi-channel marketing initiatives and campaigns that raise awareness of the organisation's work, engage and retain customers and support behaviour change programmes.

**Operational**

- Create and deliver advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events, for a range of services provided by the WMCA and TfWM.
- Engage and advise on 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
- Ensure there is a digital first approach in all marketing campaign delivery
- Manage a marketing executive and provide guidance on their delivery of campaigns
- Monitor and evaluate the success of marketing plans and campaigns, learning and adapting from the outcomes of marketing programmes and campaigns
- Research best practice and marketing trends to support a culture of continuous improvement and innovation across the team
- Provide a business partner service for a 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
- Working closely with the Brand Team, 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

**Financial**

- Undertake the preparation of budgets and monitoring of expenses

**Other**

- The duties and responsibilities in this job description are not exhaustive and the jobholder may be required to undertake other duties within the general scope of either the level or nature of the post.

## Person Specification (**How Evidenced Key: A** = Application, **I** = Interview, **T** = Testing/Assessment)

| **Requirements**<br>Candidates/post holders will be expected to demonstrate the following: | **Essential / Desirable** | | **How Evidenced?** | | |
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| **Experience** | **E** | **D** | **A** | **I** | **T** |
| Prior experience in a marketing role developing and delivering marketing campaigns | X | | | | |
| Experience using a range of marketing tools and techniques to deliver successful marketing campaigns | X | | | | |
| An understanding of project management to deliver multi-channel campaigns | X | | | | |
| Working with internal and external partners and stakeholders, including creative agencies | X | | | | |
| Experience managing a small team, to deliver on a marketing campaign | 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 | | | | |
| Experience of working in a public sector organisation | | X | | | |
| **Skills / Knowledge** | **E** | **D** | **A** | **I** | **T** |
| Demonstrable interest in brand marketing | X | | | | |
| A strong collaborator, comfortable liaising with internal and external partners | X | | | | |
| Excellent written skills | X | | | | |
| Excellent interpersonal skills, particularly listening skills, tact, diplomacy and assertiveness | X | | | | |
| Ability to organise, prioritise and deliver a demanding workload | X | | | | |
| Ability to deliver strategic marketing plans and manage projects to tight deadlines | 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 | | | | |
| **Qualification / Education / Training** | **E** | **D** | **A** | **I** | **T** |
| Educated to degree level | | X | | | |
| Membership of an appropriate professional body | | X | | | |

| **Core Expectations** | |
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| **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 as necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing. |
| **Equality Diversity & Inclusion** | Promote and champion equality, diversity, and inclusion 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. |

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

| **Job Evaluation Details** | | | |
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| **Date Evaluated** | **Job Family** | **Level/Grade** | **JEP Reference** |
| | | SP 32-36 | |