



**West Midlands
Combined Authority**

Job Description

Post Title: Marketing and Outreach Officer - Business

Directorate: Communications with dotted line into Economic Delivery, Skills and Communities

Reports to: Strategic Communications Manager – Business

Direct Reports: 1

Salary Band: 3236

Key Relationships: Economic Delivery, Skills and Communities, Local Authorities, West Midlands Business Community

Role Purpose

You will provide effective social media, web and marketing support and solutions to enable the delivery of the West Midlands business growth and support hub. You will develop and deliver effective, outcome-focused campaigns and marketing programmes working closely with local authority and other delivery partners. You will use your marketing and campaign skills to deliver creative and innovative marketing solutions that encourage engagement in the business support offer across the West Midlands in order to increase business growth and resilience.

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

- Work under the direction of the Strategic Communications Manager to ensure implementation of effective business growth and support hub digital and web operations
- Through a suite of marketing activities support the generation of a pipeline of prospective target clients for the range of services offered through the business growth and support hub including those delivered by local authority and other delivery partners
- Manage social media channels (including paid campaigns) to achieve the above goals and particularly to establish the West Midlands business support offer and brand amongst our target audience.
- Prioritise internal and external partner requests for social media messaging based on the wider needs of the West Midlands business growth and support hub.
- 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 business growth and support hub and associated programmes.
- 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
- Design and produce marketing collateral, including emails, printed materials and regular newsletters, using in-house software packages to a high standard ensuring that it is produced in line with brand guidelines and within pre-agreed budgets and timescales.
- Carry out research (and interview stakeholders as needed) to produce compelling thought leadership content that will be of interest and use to small business community and raise the profile and reputation of the business growth and support hub.
- Produce written and video case studies, profiling the clients the business growth and support hub has successfully supported, and use these testimonials in marketing channels to show other businesses the kind of help on offer
- Assist in the marketing and events planning process, providing support and solutions that meet the pre-agreed objectives, this will also include some specific campaigns.
- Using the analytics platforms available, provide regular updates on marketing activities, looking for trends and opportunities, and ensure reporting is useful and relevant to the wider team and partners

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int*	Other**
Degree in marketing/communications or experience in a marketing role developing and delivering marketing campaigns	x				
Using a range of marketing tools and techniques to deliver successful marketing campaigns	x				
Project management to deliver multi-channel campaigns		x			
Working with internal and external partners and stakeholders, including creative agencies	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				
Experience using content management systems to keep web pages up to date		x			
Skills/Knowledge/Abilities	E	D	App	Int	Other
Demonstrable interest in brand marketing		x			
A strong collaborator, comfortable liaising with internal and external partners	x				
Strong research, copywriting and storytelling 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				

Confident in using CRM and email marketing tools		x			
Qualifications/ Professional Memberships	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.

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