



Job Description

Job Title:	Marketing Assistant
Directorate/Team:	Chief Executive – Communications
Location:	16 Summer Lane or other site/location
Responsible to:	Marketing Officer
Responsible for:	N/A
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 partners through campaigns, encouraging behaviour change is vital to deliver change for the better.

Accountabilities

Responsible for supporting the marketing team to deliver marketing activity across the West Midlands Combined Authority (WMCA) and Transport for West Midlands (TfWM) that encourages behaviour change and increased awareness of the role and importance of the combined authority in delivering better lives for everyone in the West Midlands.

Work with teams across Communications to ensure partnership working across all disciplines. Support the team when using insight, analytics, and evaluation to deliver effective, outcome-focused communications.

Responsibilities

Strategic

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

People

- Work with colleagues across the communications team, wider organisation and external partners in 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.

Operational

- Develop and maintain relationships with internal colleagues and external agencies to brief and deliver assets for campaigns, including design.
- Support delivery of briefs to external media buying agencies to deliver multi-channel campaigns.
- Support team members with monitoring and evaluation of marketing plans and campaigns.

- 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.
- Act as a gatekeeper for the WMCA brands, ensuring that staff have the relevant tools and templates.
- Support the development of a range of best practice marketing processes and procedures.
- Ensure there is a digital first approach in all marketing campaign delivery.
- Support with day-to-day website updates including content page creation and work with the Digital team to ensure the correct optimisation is in place.
- Support with the development and maintenance of the marketing email database and implement a programme of regular marketing communications to behaviour change and awareness.
- To ensure compliance with GDPR in the management of customer data.
- Work with the Human Intelligence team to commission market research and undertake analysis of market segment data to inform new communications campaigns.
- Provide marketing advice and creative ideas as required for the marketing team and other identified areas within West Midlands Combined Authority to ensure a joined-up end to end customer journey.
- Research best practice and marketing trends to support a culture of continuous improvement and innovation across the team.

Financial

- Ensure any campaign responsibilities are delivered on time and within budget.

Other

- Represent WMCA at external events and conferences where appropriate.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience					
Prior experience in a marketing or communications role	X		X		
Experience using a range of marketing tools and techniques to support the delivery of successful marketing campaigns		X	X	X	
Working with internal and external partners and stakeholders		X	X		
Working at pace, taking a positive approach to new challenges	X			X	
Using research and insight to monitor and evaluate the outcomes of marketing programmes and campaigns		X	X	X	
Demonstratable experience of developing creative marketing concepts for use on digital channels		X		X	
Skills / Knowledge					
Understanding of brand marketing and brand compliance		X	X		
An understanding of communicating across different channels and to different audiences		X	X		
Excellent written skills	X		X		
Excellent interpersonal skills and the ability to work as part of a team and independently	X			X	

Ability to organise, prioritise and deliver a demanding workload	X			X	
A flexible approach and the ability to work effectively in a range of situations and with a diverse range of people	X			X	
Enthusiasm and a high degree of initiative and motivation	X			X	
Qualification / Education / Training	E	D	A*	I*	T*
Educated to A Level or equivalent in English, Media, Journalism, Marketing or similar		X	X		
Degree level or equivalent would be advantageous		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 <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
------------------------------	-----------------------------	------------------------------	-----------------------------	--------------------------------	-----------------------------------	-----------------------------------	-------------------------------	------------------------------	-----------------------------

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
03.01.25	JEP511	SP 21-25	