

Job Description & Person Specification

Job Title	Marketing Manager
Reports to	Chief Executive
Division	Business in Focus
Salary Banding (Business in Focus)	Up to £35,000 pa pro rata
Date Reviewed	December 2018
Location	Bridgend

Job Summary:

To develop, manage and deliver the marketing function and related activities for the business in line with business strategy and objectives, including overall brand awareness activity and the promotion of specific products and services to generate incoming leads

Principle Responsibilities:

1. Maintain awareness of the economic situation regionally, nationally and in the UK, sector developments and competitor activities, to contribute to the identification of needs and requirements in the market in order to contribute to the development of appropriate products and services to ensure that business competitiveness is maintained.
2. Manage the development and maintenance of new and existing relationships with various organisations, intermediaries and third parties, in both the private and public sectors, promoting the business accordingly.
3. Develop marketing and communications strategy, working with the Chief Executive and liaising with relevant department managers as required, to ensure it meets business objectives, including lead generation.
4. Implement and coordinate marketing and communication activities in line with agreed strategy and to allocated budget, e.g. maintenance of website and Intranet, use of digital and social media platforms, design and production of marketing materials, planning, delivery and review of marketing campaigns and events.
5. Where marketing activities are outsourced, manage the relationship and review performance to ensure work is of a high standard, meets acceptable performance parameters, and is accurate to agreed objectives and budget.
6. Attending business functions, seminars and other networking events as required, both in and out of normal working hours, to meet potential beneficiaries and strategically important organisations. Undertake appropriate networking activities to maintain, and utilise to maximum effect, a diverse network of internal and external contacts in both public and private sectors in order to develop business opportunities and partnerships.

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7. Ensure clear communication of performance targets to the team, monitor and review performance regularly with the team, implement actions to maintain on target. Feed back management information to the contract managers and the Leadership Team to monitor performance against profiles and provide a commentary on any performance challenges.
8. Provide appropriate and timely management reports for regional performance to the Leadership Team
9. Manage the team in accordance with Company procedures such as; recruitment and selection, performance management, absence management, discipline and grievance, etc., liaising with HR.
10. Manage and implement a training and continuous professional development (CPD) plan for the team ensuring there are systems in place for peer support and knowledge sharing.
11. Support the Leadership Team by identifying and making recommendations for continuous improvement, e.g. procedures, systems of work. Participate in relevant working party forums to agree and implement improvements across the business.
12. Oversee the delivery of the Company's Welsh Language Policy across all departments.
13. Undertake any other duties as reasonably required by the Chief Executive and Leadership Team.

Equality & Diversity:

1. Ensure services are considered in an inclusive way. Review E&D statistics for delivery and practices, develop an action plan that ensures any new opportunities are accessible for all and adapt service provision to ensure inclusion for all URGs and in areas of deprivation.
2. Maintain a strategic awareness that promotes and delivers equality and diversity.

The above is a broad definition of the job responsibilities. It does not take into account every aspect of the job which the jobholder may be required to perform. Flexibility is essential since the jobholder's working hours will be determined by the requirements of the business.

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PERSON SPECIFICATION

	Essential
Education/ Training	<ul style="list-style-type: none"> • Educated to a degree level, ideally with Marketing related discipline <p>AND/OR</p> <ul style="list-style-type: none"> • Significant Marketing CPD learning and development evidenced in career history
Experience	<ul style="list-style-type: none"> • Experience in a marketing management role • Excellent proven project and event management experience including budget management for marketing activities • Experience of managing marketing and communications strategy to achieve business strategy and objectives using a variety of activities effectively • Working in or with business support services (public and/or private sector) • Highly experienced in the effective management of digital and social marketing platforms, including Facebook, LinkedIn, Twitter, You Tube and their use in a corporate environment • Excellent managing branding campaigns that include scheduling across variety of platforms, requiring strong content copy writing skills for traditional and digital media • Experience of using Google analytics, SEO and PPC • Reporting to a Senior Management Team and regular working collaboratively with stakeholders • Responsibility for the daily line-management of a service delivery team (or similar)
Skills/ Knowledge	<ul style="list-style-type: none"> • Good knowledge and understanding of marketing strategy and a variety of effective related activities to achieve business strategy and objectives • Detailed knowledge and understanding of the needs and issues impacting SMEs in Wales, the economy in Wales and wider influences at a UK and EU level, • Understanding of local / regional differences in the Welsh economy • Public sector service requirements for Welsh Language • Comprehensive awareness and knowledge of business support available from Public and Private sectors • Establish and maintain wide and effective network of contacts in line with strategy and objectives • Ability to lead and manage a team with clear direction, empowering and motivating others to achieve results against

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	<p>business objectives and outcomes. Effective in promoting a good working environment that is fair and promotes constructive feedback</p> <ul style="list-style-type: none"> • Ability to write business reports in a well-structured and succinct manner, interpreting/presenting figures and data in a professional way • Commercial awareness with an aptitude to develop creative and innovative entrepreneurial activity for delivery of results and added value • Strong ability to interact effectively with people; persuading, convincing, negotiating and influencing people, at all levels • Skillful and confident public speaker with excellent presentation skills that projects credibility • Acts with high integrity, defends equal opportunities and leads by example to uphold organisational ethics and values • Experience of using WordPress or other Web platforms, Adobe InDesign or other design software • Excellent IT skills and Microsoft Office • Valid driving license or ability to travel in South Wales on a regular basis. Travel within all of Wales and rest of the UK is also a requirement of the role, but it is anticipated to be on a less regular basis
	Desirable
Education/ Training	
Experience	<ul style="list-style-type: none"> • Previous experience working with the public sector in the delivery of a support service(s) • Previous experience of marketing guidelines of Welsh Government • Working with public sector • Experience of working with EU funds
Skills/ Knowledge	<ul style="list-style-type: none"> • Detailed knowledge of EU funding requirements • Knowledge of equality and diversity, environment legislation and associated information • Welsh Speaker - Highly desirable
	Job Holders Signature:
	Job Holders Name:
	Date: