



**European Union**

European  
Social Fund



AMBITIOUS

CREATIVE

COLLABORATIVE

SUPPORTIVE

### JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Marketing Officer (Growth Hub)
<b>MANAGED BY:</b>	Marketing Manager
<b>GRADE:</b>	9

### BACKGROUND

The West of England Combined Authority is seeking to appoint a Senior Marketing Officer to support the West of England Growth Hub Team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

You will be a key player in making the West of England the best it can be for jobs, training and inward investment. We are delivering on bringing secure and fairly-paid jobs to the region, supporting people to gain new skills, and businesses facing economic uncertainty. We are building on our reputation as a region of innovation and creativity. Come and help shape the future of the West of England, a place so many people are proud to call home.

### PURPOSE OF THE JOB

The postholder will develop and deliver communications and marketing campaigns to promote the West of England Combined Authority with a focus on business support

projects, programmes and initiatives delivered through the West of England Growth Hub.

The role will bring together promotion of our overarching business support portfolio, showcasing the range of interventions in place to support residents and SMEs across the West of England region. The key objective is to raise the profile, understanding and access to all support available, using a variety of channels suited to the audience. We want all companies and individuals to understand how to develop and take their next step.

The postholder will be managed via matrix: line managed and part of the Corporate Communications and Marketing team, working very closely on a day to day basis with the Head of Enterprise Inward Investment & Trade (EIIT) and the senior team (especially the Workforce for the Future Manager) to understand and promote services through a range of mechanisms, including a strong digital presence.

You will develop strong cross-functional relationships and work closely with colleagues from departments across the organisation as well as external partners and stakeholders, to define comms and marketing objectives, refine messaging, and design promotion campaigns to meet our goals.

You will plan and execute multi-channel comms and marketing campaigns, with a focus on promoting our business support services to residents and SMEs, ensuring everyone can access the support they need. You will work with a range of public and private sector partners, stakeholders and suppliers to deliver projects on time, and within budget.

A key part of the role will be promoting Workforce for the Future. Workforce for the Future is an £8m programme funded by the European Social Fund and matched by the Combined Authority which seeks to increase collaboration between business and education and develop a more cohesive and joined up skills system which supports Small and Medium Enterprises, SME's, and their workforce to thrive, innovate and sustain growth in the region and beyond.

## KEY RESPONSIBILITIES

In close collaboration with the EIIT team, Policy & Strategy team & wider communications and marketing team, this role will:

- Lead comms and marketing activity to support the delivery of business support initiatives, including collateral development, social media, website content, advertising & promotion, channel recommendation and promotion campaign planning etc.
- Development of promotion plans to increase resident and SME engagement with West of England Combined Authorities Growth Hub support services, developing our online presence, simplifying access to skills services within the region, and monitoring marketing performance and recommending best use of channels and resource to achieve objectives.

- Ensure that all communications and marketing activities are designed to engage with targeted, relevant, diverse audiences and that audience reach, impact and effectiveness is measured to ensure inclusivity.
- Lead the development and delivery of marketing campaigns that support the overarching communications strategy for the Combined Authority relating to EIIT projects and service objectives.
- Evaluate the communications and marketing activities to ensure effectiveness and value for money, identifying opportunities to optimise performance and feeding insights back to teams.
- Working with the Marketing Manager, and EIIT team managers, lead the development, production and maintenance of relevant content of websites and a range of related marketing products and campaign materials, print materials, display materials, digital materials and events.
- Work closely with colleagues in the Communications and Marketing team to ensure that all activities are delivered in line with the Combined Authority's overall Communications Strategy, brand, visual identity, tone of voice and key messages.
- Build and maintain strong working relationships with internal colleagues and external partners.
- Provide expert recommendations to the EIIT team on maximising opportunities to promote the Combined Authority and its key initiatives to residents, SMEs and their employees.
- Lead procurement and management of relevant creative and professional services to ensure effective delivery of all marketing activities, such as design, print, videos etc.

## PERSON SPECIFICATION

### ESSENTIAL (MUST HAVE)

#### Qualifications and Knowledge

- Recognised professional qualification (eg. CIM diploma), or the equivalent level of knowledge gained through demonstrable experience in a directly related area of work
- In-depth knowledge and experience leading and executing marketing campaigns, including the full channel mix, campaign planning and strategy development.

#### Experience

- A track record of leading effective multichannel marketing and communication campaigns - working with project teams to define objectives, develop messaging, recommend channels and deliver a suite of campaign collateral and comms activities.
- The ability to create compelling stories from complex information
- Proven experience of managing multiple internal and external stakeholders, and briefing suppliers to ensure that campaigns are delivered on time, on brief and on budget to meet project objectives.
- Proven success in lead generation and increasing audience engagement and awareness.
- Demonstrable experience leading successful audience targeting and segmentation in collaboration with project team leads.
- Ability to judge creative against campaign briefs/objectives and to ensure design is in line with brand guidelines.
- Experience of offline and online channels including print media, outdoor advertising, events, direct marketing, website, social media, digital advertising
- Experience evaluating campaign performance against objectives, and making recommendations to improve future performance.

#### Skills and Competencies

- Ability and confidence to work with colleagues to develop marketing and communication campaign plans, challenging, influencing and advising as necessary.
- Strong copywriting and editing skills.
- Strong leadership skills, able align stakeholders and progress projects in a complex landscape.
- Excellent planning, project management, budgeting and organisational skills
- Ability to work on own initiative, taking ownership for own workload and autonomously progressing projects, escalating to line manager when appropriate.

- Ability to translate complex information into a clear and approachable format for a wide range of audiences.
- Ability to work successfully with a wide range of people and to develop effective professional relationships and networks, including businesses, commercial partners and potential investors
- Excellent writing skills across a range of media; ability to make sense of complex information and present in plain English.
- Excellent analytical and problem-solving skills.

#### DESIRABLE

- Experience of working in complex public/private sector environments with multiple stakeholders including local and central government and private sector organisations.
- Visualisation skills.

#### REWARDS AND BENEFITS

WECA staff receive:

- 25 days annual leave, rising to 30 after five years' continuous service, plus bank holidays, pro rata
- Auto-enrolment into the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Commuter Travel Club - Combined Authority employees can sign up to receive discounted monthly bus tickets, unlimited bus travel for work or leisure within your chosen zone, automatic ticket renewal and price freeze for 12 months.