

## JOB DESCRIPTION

JOB TITLE:	Senior Marketing officer
MANAGED BY:	Marketing Manager
GRADE:	9

### THE ROLE

Help the Mayoral Combined Authority to realise its potential.

Reporting to the Marketing Manager, the Senior Marketing Officer will play a pivotal role in delivering effective and creative marketing campaigns that align with organisational objectives. The postholder will be responsible for generating content, designing and delivering marketing plans, and ensuring impactful communication across digital and traditional platforms.

The role requires creativity, strategic thinking, and the ability to produce engaging content while managing diverse workloads and priorities. The postholder will also play a key role in reputational management, addressing risks proactively and ensuring the organisation's image is consistently positive and professional.

#### Key Attributes

##### **Creative Content Creator**

An innovative thinker capable of developing engaging content across various platforms, including digital and traditional formats.

##### **Campaign Strategist**

A professional with the ability to design and deliver impactful campaigns that drive lead generation and audience engagement.

##### **Relationship Builder**

An excellent communicator who can collaborate effectively with internal teams and stakeholders, ensuring alignment with leadership objectives.

##### **Reputation Manager**

A proactive individual skilled at identifying and addressing reputational risks, ensuring a positive organisational image.

### **Adaptable Professional**

A resourceful and responsive team player capable of managing shifting workloads and priorities.

## **KEY RESPONSIBILITIES**

### **Strategic Marketing Delivery**

Develop and deliver marketing campaigns to support the Authority's priorities.

Create engaging content for various platforms, including digital, social media, and print.

### **Content Creation and Management**

Design high-quality collateral, campaign content, and marketing materials.

Write and edit content, ensuring alignment with brand guidelines and organisational goals.

### **Lead Generation**

Drive lead generation activities and measure campaign performance using analytics.

### **Stakeholder Engagement**

Build and maintain strong relationships with internal teams and external partners.

### **Reputation Management**

Monitor and address reputational risks, providing proactive responses when necessary.

## **PERSON SPECIFICATION - ESSENTIAL CRITERIA**

### **Qualifications and Knowledge**

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- Degree in marketing, communications, or a related field, or equivalent professional experience.

- Strong understanding of marketing principles and tools across various platforms.

### **Experience**

- Proven experience in developing and delivering marketing campaigns and content.
- Demonstrated ability to create engaging multimedia content.

### **Skills and Competencies**

- Exceptional written and verbal communication skills.
- Proficiency in design and editing software for multimedia content creation.
- Ability to manage multiple priorities and deliver results under pressure.