

JOB DESCRIPTION

JOB TITLE:	Campaigns, Engagement and Marketing Manager
MANAGED BY:	Head of Communications & Marketing
GRADE:	G12

BACKGROUND

The West of England Combined Authority is appointing a Campaigns, Engagement and Marketing Manager to join the Communications & Marketing team.

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

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

Come and help shape the future of the West of England, a place that so many people are proud to call home.

THE ROLE

Working closely on a day-to-day basis with the Metro Mayor of the West of England Dan Norris, and reporting into the Head of Communications, you will lead the marketing and campaigns team. From letting residents know about improvements to transport to promoting our high streets, or asking people to make big choices on environment - you will be key to ensuring local people shape the future of our region for the better.

You will focus on Metro Mayoral priorities to promote the services that the West of England Combined Authority provides, so people develop their skills or travel more by public transport. You'll encourage businesses to locate here and fight for improved infrastructure.

You will help shape campaigns to influence the future direction of Government policy for the benefit of West of England people leading our engagement with local communities.

You will bring a decisive leadership style, enthusiasm about delivering for local people, clear thinking and drive

We have an ambitious vision and programme for the future. Come and play a key role in helping to make it happen and have a major, positive impact on the lives of people in West of England.

KEY RESPONSIBILITIES

- Lead a team to deliver high impact campaigns to support Metro Mayoral priorities which shape opinions and help make the West of England an amazing place to live and work
- Be a strategic communications adviser to the Metro Mayor, to raise his profile and the influence of the region, nationally and internationally
- Work with the News and External Affairs manager and Corporate Communications manager to deliver a seamless narrative, providing expert advice and guidance on maximising marketing opportunities.
- Ensure the West of England Combined Authority builds a reputation for listening and being in touch with local people.
- Write and optimise content for brochures, direct mail, adverts, the website and social media, including videos, podcasts and audio content
- Ensure marketing activity aligns with the communications grid
- Monitor, evaluate and report on activities to ensure effectiveness and value for money
- Be part of an out of hours communications rota

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

- Qualifications and Knowledge

- Educated to degree level or equivalent
- Recognised professional qualification (eg. CIPR or CIM diploma), or the equivalent level of knowledge gained through significant demonstrable experience in a directly related area of work
- Track record of running successful campaigns and engagement activities with the public
- Good knowledge of the full marketing mix including digital (web, email, organic and paid for social media), direct marketing, events, print, PR and strategy

Experience

- Significant demonstrable experience in communications, engagement or marketing roles
- Experience of designing and managing programmes of engagement with the public
- A track record of effectively managing staff and suppliers
- Experience of offline and online channels including print media, outdoor advertising, events, direct marketing, website, social media, digital advertising
- Understanding of working in a high level in a political environment for example with ministers

Skills and Competencies

- Excellent management skills to lead a team to drive delivery
- Excellent written and verbal communication skills
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- A demonstratable commitment to listening to the public
- Digitally literate including knowledge of digital & social media tools
- Ability to prioritise a demanding workload, working quickly in a pressurised environment
- Strong political judgement
- Ability to build long-term relationships with key opinion formers
- Able to work independently and as part of a team
- Excellent understanding of relevant digital tools such as CRM systems, digital marketing tools and analytics tools (eg. Google Analytics) and their role in planning, implementing and evaluating marketing campaigns.

DESIRABLE

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 25 days Annual Leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Discounted monthly bus tickets
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance, productivity and career goals.

We are about to move into a new bright, airy, modern office space, with all latest technology, under a 10 minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

- We're proud to have been accredited as a Living Wage Employer
- Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £9.90 – higher than the government minimum for over **23s, currently £9.50 per hour**
- It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us – such as IT providers.

