**ROLE DESCRIPTION**

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| **Job Title** | Marketing Projects Producer |
| **Salary Band** | 27 – 32 |
| **Reporting to** | Marketing Projects Lead |
| **Directorate** | Strategic Communications and Public Affairs |
| **Service Area and sub area** | Communications & Marketing  |
| **Team**  | Marketing |
| **Political Restriction** | No |

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| **1. Primary Purpose of the Post** |
| The postholder will play a key role in the delivery of the Combined Authority’s Marketing and Communications strategy and priorities, with a particular focus on workflow planning and management, campaign planning & delivery. With a wide range of marketing skills and experience including briefing, workflow, budget and agency management, campaign delivery and analysis, you will be responsible for key projects and campaigns across the organisation – from Ferries, to Transport to key Policy areas.  |
|  **2. Your responsibilities** |
| Key responsibilities of the role include:* Contribute to the delivery of the Combined Authority’s Marketing and Communications strategy and priorities, with a particular focus on workflow planning, campaign planning & delivery.
* Commission and work collaboratively with the in-house creative and content teams and creative agencies to deliver compelling campaign concepts, artwork & assets that achieve agreed goals and objectives.
* Work with external suppliers, agencies and our in-house team to develop and book a paid, owned and earned media delivery plan for all campaigns, ensuring appropriate coverage and value for money
* Lead on in-campaign performance and recommend live optimisations to agencies, suppliers and in house team to ensure we are getting the best results vs budget
* Develop and deliver post campaign analysis for each campaign at the right level – from a basic summary through to a full presentation for larger, strategic campaigns
* Take responsibility for elements of the Marketing budget – ensuring all activity has the right level of spend, managing and approving the PO process, signing off invoices and reconciling budgets, delivering no over or major underspend at the end of the financial year.
* Support with the delivery and creation of innovative marketing strategies and concepts.
* Build effective working relationships with a wide range of Combined Authority departments and advise the departments on marketing strategies, including channels, audiences, budgets and reputational risks.
* Support forward planning and workflow management through monitoring and updating the Liverpool City Region Marketing and Communications forward planner.
* Work with Communications colleagues to ensure all campaigns are aligned with targeted and successful media activity.
* Write creative copy for marketing collateral, digital channels (website, social media, and blogs) and external channels.
* Work alongside the Digital Content Producer to deliver best in class digital content for campaigns and projects.
* Develop and deliver digital and other content to support marketing and communications activities including web, video, animation, infographics, branded content and collateral for events and social media campaigns.
* Liaise with in-house creative team to ensure all campaigns and projects have the correct branding, act as a brand guardian and deliver a consistent brand message across all campaigns.
* Interpret market research, audience segmentation and best practice guidance and apply learning to strategic marketing plans.
* Use market research to advise key stakeholders on marketing campaign plans and use research to tailor product offers and drive revenue generation.
* Deliver effective, consistent internal and external communications of key messages.
* Work with stakeholders and partner organisations, where appropriate, to develop and deliver innovative marketing content that supports and enhances Communications & Marketing activities
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| **3. General Corporate Responsibilities** |
| * Support the implementation of the City Region’s Devolution agreement and wider strategic priorities.
* Promote understanding of and adherence to the Combined Authority’s core values by modelling appropriate behaviours and encouraging others to do likewise.
* Promote and encourage continued improvement in service quality and efficiency.
* Participate in all aspects of training and development as directed to improve personal skills to improve effectiveness and efficiency of service delivery.
* To develop the Combined Authority’s commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
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| **4. Recruitment Plan**  |
| Competency Based InterviewAssessment |
| **Key words:** Marketing Officer, Marketing Executive, Digital Marketing, Campaign Manager, Brand Marketing, Sales & Marketing, Direct Marketing |

**PERSON SPECIFICATION**

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| **Job Title**: Marketing Projects Producer |  |
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| **Criteria** |
| **Qualifications and Training** | **E = Essential****D = Desirable** | **Identified By** |
| Relevant qualification (minimum A Level Standard) in subject/s that require developed abilities in writing and analysis | **E** | **A** |
| A degree, or equivalent, or professional qualification in a communications or marketing-related discipline | **E** | **A** |

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| **Experience and knowledge** | **E = Essential****D = Desirable** | **Identified By** |
| Strong political awareness | **D** | **A,I** |
| Understanding of a range of marketing and communications related disciplines including digital and other communications formats and channels, the media and how it operates | **E** | **A,I** |
| At least 3 years’ experience in a Communications/Marketing related role | **E** | **A,I** |
| Strong commercial awareness and a proven track record of results orientated marketing | **E** | **A,I** |
| Experience of successful campaign planning and execution, including the full marketing mix | **E** | **A,I** |
| Experience of managing external agencies, stakeholders and suppliers | **D** | **A,I** |
| Experience of managing campaign budgets | **E** | **A,I** |
| Experience with Excel, Word & Power Point, Google Analytics (or other digital reporting platforms) | **D** | **A,I** |

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| **Skills and abilities**  | **E = Essential****D = Desirable** | **Identified By** |
| Good Interpersonal skills – ability to work with people at all levels within the organisation | **E** | **I** |
| Comfortable working as part of a team and at non-standard hours | **E** | **A,I** |
| Excellent attention to detail and ability to proof-read documents to a high level of accuracy | **E** | **A,I** |
| Ability to deal with confidential/sensitive material | **E** | **A,I** |
| Understanding of digital marketing and best practice | **D** | **A,I** |

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| **Personal Attributes**  | **E = Essential****D = Desirable** | **Identified By** |
| Excellent communication skills | **E** | **A,I** |
| Excellent organisational skills. Ability to manage a varied workload under pressure and meet strict deadlines. | **E** | **A,I** |
| Ability to network with outside stakeholders | **E** | **A,I** |
| Ability to work alone and unsupervised when required | **D** | **A,I** |
| Self-starting and driven to succeed | **D** | **A,I** |

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| **Core Behavioural Competencies**  | **E = Essential****D = Desirable** | **Identified By** |
| Thrives working as part of a team | **D** | **A,I** |
| Commitment to self-development | **D** | **A,I** |

**Key to Assessment Methods:**

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| KO – Knockout question | A - Application  | P – Presentation | T - Test |
| FQ – Filter Question | I – Interview | E – Exercise  | AC – Assessment  |