

ROLE DESCRIPTION

Job Title	Corporate Marketing Manager (Maternity Cover)
Salary Band	41-43
Reporting to	Head of Communications & Marketing
Directorate	Strategic Communications and Public Affairs
Service Area and sub area	Communications & Marketing
Team	Marketing
Political Restriction	No

1. Primary Purpose of the Post
To provide a high quality, effective corporate marketing function for the Liverpool City Region Combined Authority, including Transport and Mersey Ferries, which supports and informs the delivery of all elements of the Corporate Plan through the management and delivery of strategic and operational marketing of the organisation, key programmes, projects and services.
2. Your responsibilities
<ul style="list-style-type: none"> • Strategic marketing of the organisation, key programmes, projects and services using traditional and social / digital media including website management. • Developing and maintaining relationships, liaising effectively with internal and external departments. • Providing expert marketing support and guidance to the Head of Communications & Marketing and senior colleagues as required, working closely with the teams in the service, in client services and with partners. • Developing and promoting the Metro Mayor, Combined Authority, Merseytravel and associated brands. • Management of multiple websites and social media channels • Using appropriate media and channels to communicate corporate, policy and service information including traditional and social / digital media and the website. • Using appropriate data and intelligence to promote the organisation, products and services. • Supporting communication to all stakeholders of the Combined Authority and Metro Mayor across all policy and service areas. • Creation and production annually of the corporate plan and other corporate documentation and communications as required. • Working alongside commercial and other colleagues to support business development and other corporate programmes. • Reporting on performance of individual campaigns and for the department as a whole. • Understanding of the Combined Authority and Merseytravel's business and overarching strategy.



- Considering the environment and context in which the Combined Authority and Merseytravel operates (political, economic, commercial and social).
- Management and delivery of product / service / programme promotions across the organisation including for example corporate, transport, employment and skills, infrastructure, all policy areas.
- Developing and delivering marketing activity across the corporate portfolio including corporate, commercial and behavioural change
- Resource management and budgetary control.
- Effective project management, planning, organising and co-ordinating.
- Effective measurement, monitoring and review processes.
- Identification and management of risk.
- Motivating and leading the team with effective performance management, encouraging a learning culture
- Conducting robust and effective recruitment processes.
- Using data, research and analysis is used to develop marketing strategy and inform effective tactical and operational planning decision making.
- Identifying and realising the resources, dependencies and supporting infrastructures required for delivery of service.
- Commission and oversee the commissioning of marketing and related support services from agencies and partners, ensuring value for money.
- Sharing good practice and encouraging ideas.

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.

4. Recruitment Plan

Competency Based Interview
Assessment

PERSON SPECIFICATION

Job Title: Corporate Marketing Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Degree level or equivalent in a relevant discipline – e.g. marketing, business, communications, media, social sciences.	E	A
Evidence of professional qualifications and/or continuous personal development.	E	A,I
Membership of a relevant professional organisation.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Be able to demonstrate strategic and operational marketing experience, public, private or third sectors.	E	A,I
Robust understanding and experience of contemporary practice in relation to marketing and related disciplines including commercial and social marketing	E	A,I
Robust understanding and experience of digital / social media and technological innovation.	E	A,I
Robust understanding and experience of designing and implementing research, insight and evaluation in marketing and related disciplines.	D	A,I
Robust understanding and experience of the role of branding corporate, product and service marketing and communications.	E	A,I
Significant and demonstrable experience of effective marketing delivery to support a range of different policy areas, products and service delivery	E	A,I



Skills and abilities	E = Essential D = Desirable	Identified By
Ability to translate corporate and client requirements into a specification and plan accordingly to develop marketing strategy, plans and delivery.	E	A,I
Ability to source and manage budget and resources.	E	A,I
Ability to influence and effect change at all levels.	E	A,I
Ability to identify and develop business opportunities.	E	A,I
Proven ability both in team working and matrix working.	E	A,I
Proven ability for strategic and tactical decision making	E	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
Excellent leadership skills	E	A,I
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	E	A,I

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

Key to Assessment Methods:

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