

Advert

Managing Director, Marketing Cheshire

£Competitive

Cheshire and North West UK

Marketing Cheshire is the Destination Management Organisation (DMO) for Cheshire and Warrington and is a wholly owned part of the sub-region's Local Enterprise Partnership (LEP). It is responsible for building an effective tourism and place marketing strategy, promoting the sub-region nationally and internationally to business and leisure visitors and investors.

We passionately believe that Cheshire and Warrington is the best place in the UK to 'live, work, invest and relax'. We are a part of the UK with a track record of outstanding economic performance, coupled with an outstanding array of urban, semi-urban and rural communities, natural resources and outstanding cultural and visitor attractions.

We are seeking to appoint an exceptional candidate who will bring experience, ideas, and innovation to our strategic work and the delivery of our priorities and programmes.

As our new Managing Director you will take lead responsibility within the LEP for the strategic promotion of Cheshire & Warrington as a great place to "live, work, invest, study and visit" ensuring that Marketing Cheshire plays a key role in delivering the sub-region's vision to be the healthiest, most sustainable, inclusive, and growing economy in the UK. This will include developing both the place and visitor marketing aspects of Marketing Cheshire as part of the LEP's wider economic development strategy.

Reporting to the LEP Chief Executive, and Chair and Board of Marketing Cheshire, this is a key role in the LEP's leadership team and will be responsible for the day to day leadership of the Marketing Cheshire team and its business operations, including commercial activity and the Visitor Information Centre in Chester. You will also be responsible for corporate communication across the whole of the LEP and responsible for key private sector partnerships through the Destination Chester and Cheshire networks.

A highly visible role, operating at the interface of the public and private sectors this is a role that requires highly developed marketing and communications expertise alongside the ability to lead on collaboration on policy development on the role of place and visitor marketing within Cheshire and Warrington's economic development strategy with local authorities, national agencies, and key Government departments.

A skilled and talented marcomms professional able to operate within the context of a complex economic development strategy, you will bring an impressive and proven track record of marketing and communications and successfully demonstrated your impact in reputation management, brand positioning and delivery in challenging sectors, able to influence at the highest level and build effective relationships within a complex and dynamic professional landscape.

We're committed to reflecting the communities we serve and particularly welcome applications from people who are underrepresented. If you are excited about the opportunity to take your professional expertise and make a real difference, then we want to hear from you.

For an informal discussion in confidence, please contact:

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