

Job Description	
Job Title:	Creative and Content Lead
Reporting to:	Head of PR and Marketing
Work Base:	Riverside Innovation Centre, Chester
Grade:	2.3
Reviewed/Updated:	August 2023

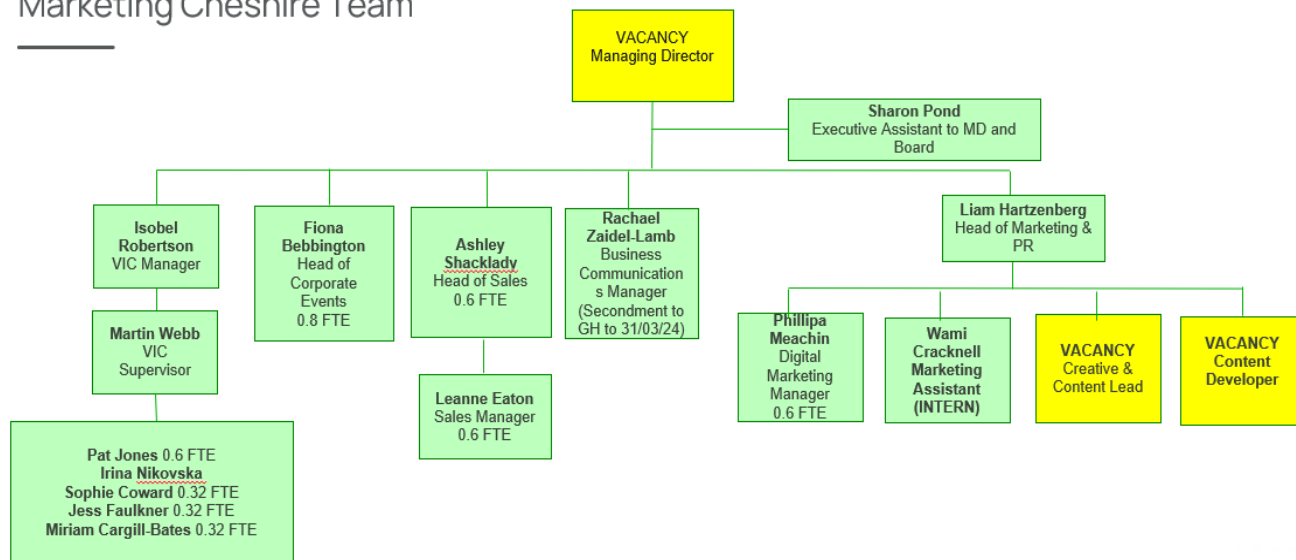
<p><b>Main Purpose of Role:</b></p> <p>Responsible for all creative and content creation, including delivery across multiple digital platforms and campaigns, for Marketing Cheshire and the Cheshire and Warrington Local Enterprise Partnership.</p> <p>Ensuring production of targeted content from the wider team. to support the development of engaging and inspirational content and assets, that promote Chester, Cheshire, and Warrington as a great place to live, work, invest and visit.</p> <p>Acting as a key lead on stakeholder management, you will work collaboratively with a range of partners to deliver micro campaigns, initiatives and events.</p>
<p><b>Key Responsibilities:</b></p> <p><b>Priorities:</b></p> <ul style="list-style-type: none"> <li>To support the development and production of targeted content for a range of channels including website, video, email, brochures, and digital channels, driving digital design and asset creation.</li> <li>To support the development and delivery of our visitor economy marketing campaigns through consistent and engaging design, creating campaign identities/ themes, and overseeing art direction in collaboration with our digital partners.</li> <li>To work collaboratively with our partners in the production of copy and multi-media content development to ensure that our key messages and creative are optimised for their target audiences.</li> <li>To take the lead on micro campaigns and initiatives, assisting in the project management and delivery of campaigns and events where required and liaising with media and press relations to raise campaign awareness.</li> <li>To support the development and implementation of brand identity projects and advocate brand consistency across teams through creation of toolkits.</li> </ul> <p><b>Support the wider team on:</b></p> <ul style="list-style-type: none"> <li>Work with colleagues to produce engaging creative and associated content that is accessible and optimised for various channels supporting the user journey from paid advertising, video content and social campaigns through to landing pages and email campaigns with automation, ensuring timely, tailored content for each stage of the customer journey.</li> <li>Support the wider team in creating engaging branded presentations, enhancing content where possible with creative assets, video, and mock-ups.</li> <li>Deliver in collaboration with our digital partners, innovative video and photographic</li> </ul>

content to support brand development. Tailor film and imagery appropriately for distribution across different platforms and channels - editing, reformatting and adapting as required. Collate, organise, manage, and license our imagery and digital assets.

- Support the Marketing and Comms team with industry, competitor and any other relevant research, sharing best practice to support team goals.
- Act as a main point of contact for all print activity – from brochures and postcards to pop-up banners. Ensure strict versioning control and artwork organisation in accordance with our processes and procedures.
- To support the development of a Cheshire wide Ambassador programme - engaging with and capturing a diverse range of stories and content – from written testimonials to video content, webinar panels and opinion pieces as part of our #CheshireDay campaign.
- Understand the importance of research and measurement tools such as Google Analytics, digital and social media reports to measure effectiveness of content and support creative decision making.
- To support a performance culture within the team, advocate strong task management and use of systems such as Teams or SharePoint to drive effective and efficient communication.
- To undertake such other duties as may be required by the Head of Marketing, commensurate with the level of responsibility of the role.
- This list is not exhaustive and includes any other duties as reasonably requested by the organisation.

## Org Chart:

### Marketing Cheshire Team



## Reporting Lines:

- Reporting to Head of Marketing. No direct reports.

At a Glance Summary:	
Managing Others:	<ul style="list-style-type: none"> <li>Responsible for allocating tasks to other team members, e.g. for collaborative projects and / or on an ad-hoc or time limited project basis.</li> </ul>
Level of Responsibility:	<ul style="list-style-type: none"> <li>Business impact of role is operational;</li> <li>May contribute to strategic projects occasionally.</li> <li>Manages a finite budget within the organisation, or on behalf of a client. Required to provide operational input to colleagues and / or clients.</li> </ul>
Specialist Knowledge:	<ul style="list-style-type: none"> <li>Able to share developing specialist knowledge with other colleagues on an ongoing basis, as required by the role.</li> <li>Has a good working knowledge of the organisations procedures and management systems.</li> <li>May be working towards (or possess) a professional qualification</li> </ul>
Problem Solving & Decision Making:	<ul style="list-style-type: none"> <li>Work (in the majority of cases) is based on established, routine ways of working.</li> <li>Has autonomy over decisions related to prioritisation and re- prioritisation of tasks as best sees fit.</li> <li>Solves problems on a range of routine tasks within own competence, can escalate or seek advice from line manager as and when required using own judgement.</li> <li>Influences on decision making are usually internal.</li> </ul>
Planning and Organising:	<ul style="list-style-type: none"> <li>Prioritises own work on a day to day basis to meet the timescales set by Line Manager.</li> <li>Has autonomy to plan and schedule own diary to correspond and support others colleagues in relation to collaborative projects, within the</li> <li>parameters of the role.</li> </ul>
Communication and Influencing Others:	<ul style="list-style-type: none"> <li>Required to influence / persuade others e.g. sales / service or recommending a particular approach / course of action.</li> <li>Creates written communications for others (e.g. Reports / Presentations) with a view to inform / influence others (e.g. stakeholders / clients / partner organisations), within the parameters of the role.</li> </ul>

Person Specification		
Specification	Essential (E) or Desirable (D)	Method of Assessment
<b>Education &amp; Training</b>		
Hold a BA degree qualification in a Marketing or Design related field, or NVQ Level equivalent plus two years industry experience	E	Application
5 years industry experience working in a fast-paced environment, building evidenced knowledge and experience in marketing, content and design related projects.	D	Application
<b>Skills &amp; Abilities</b>		
Highly creative and easily inspired, with the knowledge and experience of producing impactful creative and content for a wide range of channels.	E	Application
Highly experienced in the use of Adobe Cloud to design and produce print and digital content and media, ideally InDesign and Illustrator. Experience in using Canva to rapid prototype and collaborate with colleagues.	E	Interview
Demonstrate artworking accuracy and attention to detail. Clear understanding of the grid system and flexible layouts. Ability to follow artworking processes and versioning control.	E	Interview
Awareness of the use of data to inform creative decision making. Ability to analyse and visualise data into insightful content and creative/ infographics.	E	Interview
Understanding of social media and marketing channels, ability to quickly produce and engage with social posting and interactions.	D	Application
High competency in Microsoft Office packages including MS Word, Excel, Powerpoint	D	Application/ Interview

Excellent organisational skills, and able to prioritise work in a busy environments and meet strict deadlines. Advocate organisational and management systems and best practice	E	Interview
<b>Achievements and Experience</b>		
Good copywriting skills, with an understanding of key messages for our target audiences and markets, ability to contribute to copy and tailor messaging within creative confines.	D	Applicatio n / Interview
<b>Personal Attributes</b>		
Approachable and collaborative, ability to quickly build relationships and provide insight and experience to support thinking and new ideas.	D	Interview
Proactive, innovative and analytical, open to feedback and change.	E	Applicatio n / Interview
<b>Other Requirements</b>		
Ability to drive/ travel across the county for team events and creative meetings	D	Application