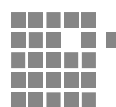


Candidate Brief for the position of

Managing Director Marketing Cheshire

February 2023



Berwick Partners

an Odgers Berndtson company

Introduction

The Cheshire and Warrington LEP is seeking a new Managing Director for Marketing Cheshire, the Destination Management Organisation for Cheshire and Warrington, bringing together responsibilities from the roles of two former team members, both of whom have gone onto senior roles in Manchester and VisitEngland. The postholder will be a key member of the LEP's senior leadership.

About Marketing Cheshire

Marketing Cheshire is a wholly owned part of the sub-region's Local Enterprise Partnership and has applied to become one of VisitEngland's first Local Visitor Economy Partnerships (LVEPs). It is responsible for promoting Cheshire and Warrington as a great place to live, work, invest, study and visit to residents, businesses, leisure visitors and investors nationally and internationally. In so doing it plays a key role as part of the LEP's wider economic development strategy in realising the sub-region's vision of becoming the healthiest, most sustainable, inclusive and growing place in the country.

Cheshire and Warrington already has a track record of outstanding economic performance, coupled with an outstanding array of urban, semi-urban and rural communities, natural resources and renowned cultural and visitor attractions. These include Chester Zoo, the most visited tourist attraction in the UK outside of London; the Lovell Telescope at Jodrell Bank, a UNESCO World Heritage Site; the Cheshire Oaks Designer Outlet, the biggest shopping centre of its kind in Britain; and the heritage city of Chester, home to the world's oldest racecourse still in operation, the largest Roman amphitheatre in the country and the world's most complete Roman walls. In 2019 the visitor economy in Cheshire and Warrington was worth £3.7 billion, welcomed 65 million visitors, employed 45,000 people and was one of the key elements in making the sub-region a great place for businesses to locate and invest.

As well as promoting the visitor economy, Marketing Cheshire is developing its role in promoting the economic strengths of the sub-region, which has the the second highest level of GVA per head in England, outside London; produces 25% of the North West's manufacturing output; and has the highest level of private sector spending on R&D in the North and one of the highest in the UK. Future opportunities include the arrival of HS2 and Northern Powerhouse Rail (NPR) into Crewe and Warrington over the next decade; the opportunity to make Cheshire and Warrington a world leader in zero carbon technology through the decarbonisation of the major industrial cluster in the North of the sub-region; and the further strengthening of its life sciences cluster which was responsible for the discovery of beta-blockers and produces nearly 1% of the UK's exports.

Marketing Cheshire's role, working through its Destination Chester and Destination Cheshire stakeholder panels, is to deliver a strong programme of marketing activity that leverages the sub-region's economic and place assets to attract and retain well-qualified, creative and entrepreneurial talent, and in creating the best conditions for business and people to flourish. Alongside this, Marketing Cheshire also plays an important leadership role for the hospitality, retail and visitor sector, gathering business intelligence, helping companies reach more resilient markets and providing insights on consumer sentiment and trends.

As our new Managing Director, you will play a central role for Marketing Cheshire, and within the executive team of the Cheshire and Warrington LEP to ensure we deliver on this potential.

Background to the Role

The Managing Director takes 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.

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. The post holder will also be responsible for corporate communication across the whole of the LEP and be responsible for key private sector partnerships through the Destination Chester and Cheshire networks. They will also lead on collaboration on policy development for the visitor economy with local authorities, national agencies, and key Government departments. The role reports to the LEP Chief Executive.

The Role

On a day to day basis, the postholder will be responsible for:

Place Marketing and Inward Investment

- Provide leadership to the LEP and Marketing Cheshire, on all aspects of place marketing. This will include ensuring Marketing Cheshire delivers as the lead agency for the promotion of Cheshire and Warrington as a great place to live, work, study, invest and visit as part the LEP’s wider strategy for the economic development of the sub-region;
- Lead on the development of strategic and tactical policy for place marketing and investment for Cheshire and Warrington. This will mean working with stakeholders, the LEP and Marketing Cheshire Boards and other senior members of the LEP team on, for example, the positioning of the Cheshire Science Corridor, Net Zero investment opportunities and inward investment promotion.

Visitor Economy Marketing

- Provide personal and visible leadership of the marketing of the C&W visitor economy, delivered through website, PR, seasonal campaigns, and destination positioning; the Destination Management Plan; implementation of a refreshed model for visitor information services in Chester; and the commissioning of key activity as appropriate, such as the Chester Christmas Market.
- Lead on policy and partnerships for the visitor economy, including working with private sector stakeholders through Destination Chester and Destination Cheshire, collaborating with local authorities, DCMS and VisitEngland / VisitBritain, working with wider partners across the North West and North Wales, and leading delivery priorities as a Local Visitor Economy Partnership.

Leadership of the Visitor Economy

- Provide leadership and support to visitor economy, working in conjunction with the LEP's Growth Hub and drawing on excellent sources of business intelligence to provide direct support to small and medium size enterprises in the visitor, hospitality and retail sectors

PR and Communications

- Provide corporate communications for the whole of the LEP including delivery of strategic PR commissioning, events management, website, and brand development. The postholder may be called on to provide media coverage (print, radio, TV) for the LEP and Marketing Cheshire some of which may be out of hours.

Finance and Budgeting

- Identify opportunities to diversify Marketing Cheshire's income, including by and securing grant funded projects. Work with LEP finance director to provide an integrated approach to budget and resource management.

Corporate Leadership

- Play a full role in the corporate leadership of the LEP, with day to day management of approximately 10 FTE, responsible for resource planning, staff recruitment and development and assignment of work across the team
- Provide senior leadership for the LEP and Marketing Cheshire and promote collaborative working and a "one-team" culture. This will include maximising the effectiveness of the LEP and Marketing Cheshire resources with respect to marketing, PR and business engagement

The Candidate

Key Skills, Experience and Competency Requirements:

- Experience of destination and place marketing, with a relevant qualification or equivalent experience.
- Experience of creating and delivering integrated marketing and communications campaigns in a complex political environment.
- Knowledge and understanding of current destination marketing, cultural tourism and regeneration/place-making approaches and policies and the relationships between them.
- Full understanding of digital marketing and the channel mix including knowledge of digital trends, social media, visual channels and email etc.
- Experience of using audience insight to build propositions and follow through to campaign development and delivery.
- First class copy-writing skills with demonstrable experience of leading the implementation of a range of promotional, communications and marketing techniques.

- Experience of working with a diverse range of stakeholders from the public, private and academic sectors and of engaging stakeholder groups in the production and evaluation of integrated marketing and communications campaigns and delivery.
- Excellent collaboration skills, with ability to develop creative and innovative collateral and campaigns.
- Strategic planning skills with the ability to horizon scan for opportunities, and align with the overall direction of the business and regional strategy

Abilities and Attributes

- Evidence of excellent interpersonal and relationship development skills demonstrated through extensive engagement with a range of public and private sector stakeholders.
- Knowledge and understanding of the role of destination and place marketing within economic development strategies and ability to play a senior leadership role within an agency responsible for that strategy.
- Ability to build coalitions of stakeholders from diverse public and private sector backgrounds to deliver shared objectives and to build a rapport and provide influential leadership to them.
- Inspiring and motivational leadership style to internal and external stakeholders.
- Confident and excellent presenter to external audiences, including the broadcast media.
- Understanding of working with diverse audiences and stakeholders.
- Ability to work in a small team, including willingness to engage “hands on” in detailed delivery tasks, offering both strategic and creative thinking.
- Experience of leading, managing and developing a high-performing team, in particular through a period of organisational development and change.

Provisional Timetable

Closing date: 21st April

Longlist meeting: 25th April

Preliminary Interviews: end of W/c 24th April and start of W/C 1st May

Shortlist meeting: W/C 8th May

Final Interviews: Start of W/C 15th May

How to Apply

The preferred method of application is online at www.berwickpartners.co.uk/88237

If you are unable to apply online please email your application to response.manager@berwickpartners.co.uk

All applications will receive an automated response.

All candidates are also requested to complete an online Diversity Monitoring Form which will be found at the end of the application process.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

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