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**Role:**  Head of Marketing & PR

**Location:** Chester (hybrid working)

**Hours:**  37 hours per week

**Duration:** Permanent

**Salary:** £40-£45,000 per annum

## About Us

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 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.

## **The Role**

Marketing Cheshire is seeking a highly experienced marketing and PR professional who is equally comfortable running campaigns that market Cheshire and Warrington as a great place to live, work, invest and visit and running campaigns, for example, to explain to residents and businesses the importance of the net zero agenda or to lobby Government to locate the HQ of Great British Railways in Crewe. You will have a proven track record of planning, delivering and commissioning campaigns and PR activity across the full range of channels and experience of developing, motivating and inspiring a high performing team.

Reporting direct to the Managing Director of Marketing Cheshire, you will be working alongside a range of other colleagues including the Head of Corporate Events and the Head of Business Engagement and will be responsible for leading a team of four other marketing professionals. You will also deputise for the Managing Director when they are absent. You’ll be comfortable with and have already made a success of a hybrid style of working, sometimes working from home, sometimes from Marketing Cheshire’s offices in Chester and on other occasions travelling to the main LEP office in Winsford or out to see stakeholders in Chester and more widely across the whole of Cheshire and Warrington.

Particular responsibilities will include:

* Leading and developing the marketing strategy for Cheshire and Warrington as a great place to visit, live, work and invest;
* Developing and maintaining the Destination Management Plan (DMP) for Chester and Cheshire;
* Taking the lead on visitor economy marketing including planning for both annual and shorter-term campaigns to achieve the aims of the DMP;
* Oversee corporate communications including delivery of strategic PR activity, with oversight of web and digital content across the LEP and Marketing Cheshire;
* Development and delivery of Marketing Cheshire’s travel trade marketing strategy

Further detail on the responsibilities of the role can be downloaded from the **job description and person specification.**

## **What We Offer**

As well as a competitive salary and working arrangements, we will provide you with opportunities to access a wide range of stakeholders along with further training to enhance and develop your career.

The role can be delivered flexibly, in part from home and in part from the office under a hybrid working arrangement. We also offer the following benefits:

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| 26 days holiday increasing by 1 day annually up to a max of 30 days + Bank Holidays (pro rata) | Discounted Gym Membership |
| Company Sick Pay | Employee Assistance Programme |
| Contributory Nest Pension Scheme | Payment of Annual CPD Subscription Fees |
| Cycle Scheme | Company Laptop & Mobile |
| Contribution towards equipment for home working | |

## **How to Apply**

Please visit our [website](https://cheshireandwarrington.com/about/careers/) to complete our application form and return with your CV and a covering letter to support your application. All documentation should be submitted by **Mid-day, 20th April 2023** to [hr@cheshireandwarrington.com](mailto:hr@cheshireandwarrington.com)

Cheshire & Warrington LEP collects diversity information to produce management information about the appointments process, and the diversity of the field of applicants. In supporting us to meet our commitments in this area, we also request that a Diversity Monitoring Form is completed here: [Diversity Monitoring Form (Recruitment)](https://forms.office.com/r/FdPHTT85EQ)

Should you require further information or wish to have a confidential discussion regarding the role please contact Philip Cox, Chief Executive on 07538 215280

**Closing Date:** 12 noon 20th April 2023

**Interviews: TBC** 10th – 12th May

*Graphical user interface, text, application

Description automatically generatedC&W LEP is an inclusive, equal opportunities employer, working to attract the best talent from diverse backgrounds to enhance a specialist team. As a proactive Disability Confident Member, we guarantee to interview all applicants with a disability, who meet the person specification for the role applied for.*