

| Job Description | |
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| Job Title: | Head of Marketing and PR |
| Reporting to: | Managing Director, Marketing Cheshire |
| Work Base: | Hybrid with office locations in Chester and Winsford |
| Grade: | 3.3 £40,000-£45,000 |

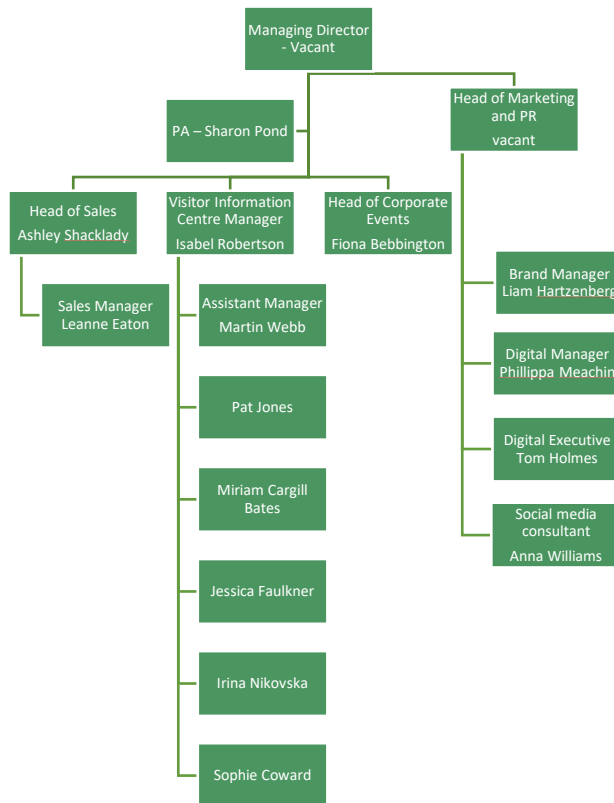
Main Purpose of Role:

- Take lead responsibility for marketing and PR activity for Marketing Cheshire and the Cheshire and Warrington LEP covering visitor and place marketing, corporate communications and PR including all aspects of the LEP's economic development role.
- Responsible for planning, delivery and commissioning of external marketing of all campaigns and PR activity across all channels for Marketing Cheshire and the Cheshire and Warrington LEP, ensuring visibility of strategies and plans and that they protect and enhance the reputation, public profile and brand of Cheshire and Warrington and the LEP/ Marketing Cheshire
- Management of relationships with key stakeholders on funded programmes, including ACE, LA's, private and public sector partners.
- Play a full part within the Marketing Cheshire management team in role modelling standards, building employee engagement, promoting diversity/inclusion and building understanding of the LEP's organisational culture and values.

Key Responsibilities:

- Lead and develop marketing strategy for Cheshire and Warrington as a place to visit, live, work and invest
- Overall responsibility for **visitor economy** marketing, planning annual activity and short-term campaigns to achieve the aims of the Destination Management Plan for Chester and Cheshire.
- Instigate and manage marketing partnerships for the visitor economy, with key partners such as England's Historic Cities or travel operators.
- Oversee **corporate communications** for the LEP and Marketing Cheshire, including delivery of strategic PR commissioning as well as oversight of website and digital content.
- Work with stakeholders to develop **place marketing** and investment approach for Cheshire and Warrington.
- Responsible for resource planning, staff development and assignment of work across the marketing and PR team.
- Responsible for the monitoring and delivery of marketing and PR outputs in the delivery plan.
- Management of external marketing consultants and suppliers – for example social media and PR consultants, ensuring they deliver to high standard and to agreed objectives
- Development of travel trade marketing strategy and management of delivery.

Org Chart:



Reporting Lines:

- The post holder will report into the MC MD.

At a Glance Summary:

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| Managing Others: | <ul style="list-style-type: none"> Responsible for managing the work of others directly (internal or external staff e.g. consultants or contractors) and acting as their Line Manager. |
| Level of Responsibility: | <ul style="list-style-type: none"> Business impact of role is at a strategic level. Manages financial resources, including financial planning and forecasting, commits the business expenditure regarding commercial planning. Required to provide strategic input to colleagues and / or clients. <p>Contributes directly to and / or develops the business plan for the organisation.</p> |
| Specialist Knowledge : | <ul style="list-style-type: none"> Able to share developing specialist knowledge with other colleagues on an ongoing basis, as required by the role. Has a good working knowledge of the organisations procedures and management systems. Demonstrates effective leadership and resource management skills and general knowledge of legislation relevant to managing the team. <p>May be working towards (or possess) a professional qualification.</p> |
| Problem Solving & Decision Making: | <ul style="list-style-type: none"> Work requires creative problem solving and / or decision making on a range of operational problems on a regular basis. Ingenuity and sound judgement is required to ensure effective use of resources. Decisions may on occasion need to be made without all the required information to hand. <p>Influences on decision making are both internal and external in scope.</p> |

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| Planning and Organising: | <ul style="list-style-type: none"> ▪ Responsible for business outcomes and performance related to own role and area of responsibility. ▪ Priorities own work, and the work of others via line management responsibilities. ▪ Motivates and directs others towards their individual contributions and supports their development. |
| Communication and Influencing Others: | <ul style="list-style-type: none"> ▪ Develops collaborative relationships across multiple environments with various stakeholders, and partner organisations. ▪ Communicates with team on a range of issues, listening to understand needs and support where required. ▪ Effectively leads their team, encouraging collaboration within the team to achieve team objectives and/or KPI's. ▪ Will influence others, outside of the parameters of the standard work environment e.g. at specific events that will result in a direct impact on business outcomes. <p>Will regularly negotiate for services/resources with others in the organisation and / or contractors.</p> |

| Person Specification | | |
|---|--------------------------------|----------------------|
| Specification | Essential (E) or Desirable (D) | Method of Assessment |
| Education & Training | | |
| - Degree in Marketing or equivalent professional qualification or experience. | E | |
| Skills & Abilities | | |
| - Knowledge and experience and evidence of the effective delivery of visitor economy marketing programmes and projects accompanied with knowledge and understanding of effective place marketing. | E | |
| - Strong interpersonal skills. Able to quickly build relationships, win and maintain the confidence of stakeholders and work well with other members of the team. | E | |
| - Excellent written and verbal communication skills. Can clearly and professionally communicate with internal and external stakeholders at all levels. | E | |
| - Ability to effectively manage, develop and motivate small teams. | E | |
| - Ability to work on multiple channels, projects and objectives simultaneously and confidently. | E | |
| - Evidence of effective management of programmes and projects. | E | |
| Achievements and Experience | | |

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| <ul style="list-style-type: none"> - Extensive experience of the development, delivery and management of visitor economy programmes and projects. - Experience of delivering place / inward investment marketing activity - Experience of managing complex funded marketing programmes with multiple stakeholders. - Knowledge of the UK and local visitor economy - Experience of budget management - Experience of both B2B and B2C Marketing | <p>E</p> <p>D</p> <p>D</p> <p>E</p> <p>D</p> <p>E</p> | |
| Personal Attributes | | |
| <ul style="list-style-type: none"> - Highly personable and approachable. Thrives off working in a team and is client/relationship oriented. - Able to accommodate and manage multiple projects and tasks at one time. Can work well under pressure and effectively prioritise workload to hit deadlines. - Excellent communication and presentation skills - Resilient and analytical, able to solve problems and learn and grow from experiences - Focused on successful delivery and achievement of objectives - Strong commercial awareness. - Strong attention to detail and eye for quality. - Self-motivated, will work proactively, on own initiative and without direct supervision. - Flexible and forward-thinking, passion for current marketing and industry trends. - Strong creative flair | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> | |
| Other Requirements | | |
| <ul style="list-style-type: none"> - Full driving licence | <p>D</p> | |