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Description automatically generated**Job Description**

**Senior Marketing Manager**

**Role Profile** Band M

**Service/Team** Commercial Marketing

**Reports to** Head of Commercial Marketing

**Responsible for** Senior Marketing Officers, Marketing Officers

**Number of posts** 1

**My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by…** delivering audience centric and research-based marketing initiatives and campaigns that deliver excellent return on marketing investment across a wide range of outcomes including, but not limited to, awareness raising (brand, service, event, product), income generation, customer acquisition and retention, recruitment and behaviour change.

# Job Overview

This role will help develop and deliver the marketing team service strategy, working closely with the Head of Commercial Marketing and Head of Communications. It will lead a team of marketing professionals to deliver strategic marketing advice and a wide range of campaigns and commercial initiatives across the council. The role will build relationships with senior colleagues to ensure that outcomes are organisationally aligned, and economies of scale are identified and realised. It will oversee marketing plans which will facilitate the delivery of our ambitious organisational income targets, as well as the outcomes required by our statutory services. The role will lead on forecasting and KPI tracking for each plan, campaign, income target, and inhouse marketing channel. It will also lead the soft market testing, tendering, and contract management required for our advertising contracts, ensuring that income targets are achieved.

# Key Responsibilities

* Create the foundations required for a successful marketing function, including the necessary processes, skills, policies and procedures
* Provide strategic marketing leadership and advice to services who need to generate income, recruit, raise awareness, change behaviour, acquire and retain customers or launch new services and products
* Promote a centralised marketing and communications function through delivering successful outcomes and savings across the council
* Lead a team of marketing professionals to deliver against ambitious income targets, untapped advertising opportunities and sponsorship potential
* Develop a service plan, in conjunction with the Head of Commercial Marketing, which provides a strategic approach to delivering a suite of priority campaigns, in-house marketing channels, and advertising income
* Develop a list of priority campaigns that deliver against the corporate plan and are agreed by Directors and Heads of Service
* Develop and deliver against a set of KPIs for each campaign, income target, and marketing channel
* Set clear objectives and priorities, empower and motivate the team by recognising and sharing success and proactively manage poor performance
* Support Snr Marketing Officers to develop integrated marketing campaigns including research, audience analysis, budget, timescales, stakeholder engagement, media planning and buying, agency commissioning (as required), creative development, concept testing, tactical delivery, and evaluation
* Promote and foster a relationship with the research and insight team, helping the marketing team identify and deploy audience profiling tools and techniques to segment based on likelihood to buy, change behaviour, adopt, apply, or attend
* Lead informed decision making by ensuring Snr Marketing Officers and Marketing Officers are working on agreed marketing outcomes that align to business/organisational objectives
* Promote the use of relevant data and business intelligence reports to understand the marketing context (using the PESTEL model)
* Lead the soft market testing, tendering, and robust contract management required for our advertising contracts, ensuring that the income targets of the Communications, Marketing, Policy and Research team are realised.
* Identify new opportunities to grow income
* Keep abreast of professional and public sector developments which have implications for service delivery and present threats or opportunities
* Role model an interdisciplinary approach to campaign development, especially with Creative Services, Communications, Web, Research and Insight, Procurement and Policy.
* Set the standard for excellent service provision across all areas of responsibility, reporting success and sharing feedback with stakeholders
* Instil a ‘test and learn’ culture, using data and analysis to encourage and learn from new ideas
* Contribute to the delivery of the medium-term financial plan by effectively forecasting income opportunities and savings
* Lead budget forecasting, monitoring, and management across the team and promote the need for a profit and loss model amongst services who generate income
* Proactively and fairly triage work across the team’s projects and campaigns, ensuring team members have opportunities to upskill and work on a variety of projects and campaigns
* Work with services to help them identify any gaps which may prevent successful marketing outcomes, including business development, sales, pipeline management, and customer relationship management
* Understand and implement a ‘brand footprint’ methodology with internal clients (as required) and promote, protect, and evolve the BCP Council brand
* Strong understanding of digital channels and digital advertising opportunities and how they can be deployed to achieve best ROI
* Ensure marketing and campaign reports and evaluations are regular, well presented, accurate, and relevant
* Understanding of relevant legislation and best-practice guidelines
* Deputise for the Head of Commercial Marketing

# Specific Qualifications and Experience

* Relevant degree (or equivalent experience)
* Advanced relevant professional qualification e.g. CIM desirable (or equivalent experience)
* Experience of working at a strategic level in complex and demanding roles
* Experience of effective people management
* Experience of effective change and stakeholder management principles
* Strong track record of strategic marketing and integrated campaign development and management
* Experience of media planning and buying
* Experience of implementing a broad range of marketing tactics including web, social media, email marketing, video, print, POS, online and social advertising, out of home, press, and radio.
* Experience of soft market testing, tender preparation and award, and contract management
* Experience of commissioning and managing creative, media buying and marketing agencies
* Experience of setting, tracking, and reporting on KPIs
* Experience of implementing an evaluation framework
* Experience of leading a research first and last approach, from interrogating available data for baselining and developing primary research, through to audience targeting plans, and concept testing
* Experience of developing and implementing professional marketing processed and protocols which aid efficient, clear, and prioritised workflow
* Experience of working closely with creative services
* Experience of client relationship and internal account management

# Personal Qualities & Attributes

* Excellent attention to detail
* Strong audience focus with associated interpersonal skills
* Ability to work to tight deadlines and respond to a changing pattern of demand and priorities
* Able to influence at the highest level, establishing credibility easily with key stakeholders
* Proactively seek and develop partnerships at a high level to achieve collective objectives
* Work with others to find innovative solutions to collective challenges
* Ability to work on own initiative but also to collaborate as part of a broader team
* Proactive enthusiasm and commitment to delivering excellent services
* Professional curiosity with a commitment to driving team and personal development
* Commercial acumen and ability to identify income generation opportunities for the team
* Ability to make and guide others to make evidence-based, customer centric and outcome-focussed decisions
* Professional curiosity and willingness to drive own and team’s development
* Encourage and listen to ideas from everyone, and be positive about change
* Coach others to encourage development of skills across the team and challenge poor behaviour
* Share open and honest feedback in a constructive way
* Flexible approach to work, with a willingness to work occasional weekends or evenings

# Job Requirements

* Must be willing to travel to locations across BCP Council area as required, using public or other forms of transport where they are viable, or by having access to own or pool car
* Member of out-of-hours duty rota

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with this post.