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Description automatically generated**Job Description**

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| **Job Title:** | Marketing Manager – Low Carbon |
| **Team:** | Sector marketing (WMGC) |
| **Classification:** | Manager |
| **Reports to:** | Head of Marketing & Communications |
| **Classification of Line Manager:** | Head |
| **Number of Direct Reports:** | 0 |

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| **Job Purpose**: | | |
| To raise awareness and perception amongst international, national and regional B2B audiences of the West Midlands as the ‘Home of the Green Industrial Revolution’; leveraging a full mix of communications and marketing channels to promote our low carbon proposition. | | |
| **Our people and our offices** | | |
| * West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes. * West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status. * We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. * To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate. * This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at Baskerville House, Birmingham. * Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space. | | |
| **Main responsibilities and key activities:** | | |
| The jobholder is responsible for the following:   * Create and manage the low carbon comms & marketing campaign. * Convey key differentiators of the WM low carbon proposition and Net Zero Business Pledge to national and international audiences. * Curate content across thought leadership, web and social channels. * Develop a coordinated programme of webinars and events across the region to support the region’s proposition; this will include being formative in the region’s presence at COP26 * Identify opportunities for the celebration of the region, its businesses and low carbon economy credentials and inform the development of the region’s emerging low carbon narrative. * Working with marketing and communications colleagues on programme activities and supporting the development of case studies, media comments and briefings. * Support BD colleagues on the engagement of key firms and on inward investment lead generation. | | |
| **Dimensions** | | |
| * Work across the West Midlands region and nationally with possible international travel * Work with the Head of Marketing & Comms (WMGC), marketing colleagues and Business Attraction team * Work with the Partnerships & Engagements Strategic Lead (WMCA) * Key relationships to be business intermediaries; local, national and international industry sector and government bodies; public and private sector partners across the West Midlands | | |
| **Key Skills and Competency Requirements** | | |
| **Area** | **Essential** | **Desirable** |
| **Qualifications** | * Professional qualification, relevant degree, or equivalent experience | * CIM qualified * Evidence of continued professional development |
| **Skills and attributes** | * Strong writing skills, with the ability to communicate complex ideas and issues successfully at all levels to a variety of audiences. * Excellent relationship management skills * Able to work in a fast-paced environment and manage a complex stakeholder network * Self-motivated and deadline-driven; able to prioritise and deliver multiple projects | * Evidence of matrix working * Creative thinker able to apply skills to achieve excellent outcomes |
| **Knowledge and experience** | * Highly experienced in B2B marketing– full channel mix campaign development and management * Strengths in delivery of content curation, event management and B2B social media * Significant knowledge and working experience of low carbon * Good knowledge of commercial marketing and working closely with BD teams * Partnership working and project coordination with 3rd party organisations | * Experience of working with comms / marketing agencies * Experience of working in / with public sector stakeholders * Previous evidence of working effectively in a role with national and international dimensions * Experience of economic development or investment promotion * Awareness of the West Midlands geography, its key industry strengths, key companies and strategic public, private and higher education organisations. |
| **Our values** | | |
| **Working together:** We take pride in our approach to working together in a diverse, open and inclusive environment.  **Creative thinkers:** We are creative and innovative in the work that we do, in our delivery and our outputs.  **Trusted partners:** We are a trusted partner – we work together with clients and stakeholders for the benefit of the region.  **Proactive leader:** We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. | | |

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| **Prepared by:** | | |
| **Name** | **Job title** | **Date** |
| James Turner | Head of Marketing & Communications | May 2021 |