

**Job Description**

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| **Job Title:** | Marketing, Brand and Digital Services Lead |
| **Team:** | Project Services, Marketing and Communications |
| **Classification:** | Manager |
| **Reports to:** | Director of Marketing and Communications |
| **Classification of Line Manager:** | Director |
| **Number of Direct Reports:** | 4 & 4 indirect |

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| **Job Purpose** |
| Birmingham 2022 is a golden opportunity not just for the West Midlands but for the UK. With a third of the world’s population tuning in, this is a chance to show that post-EU Exit Britain is open for business, support economic recovery from COVID-19 and to provide a shop window for Britain’s economic engine.  London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, trade and investment alongside the sport and culture. Funding has been secured to deliver a major programme to attract visitors, investors and events to the West Midlands and the UK, and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA). The programme is currently being developed – so an exciting time to join and help shape what will be delivered.  A central programme team supports the programme delivery partners (West Midlands Growth Company (WMGC), Department for International Trade (DIT) and VisitBritain (VB)). Based in central Birmingham at the WMGC offices, the team will deliver cross-cutting activity and ensure integration within the programme, with the Birmingham 2022 Organising Committee (OC) and with relevant regional / national initiatives.  The programme has a diverse range of markets (UK, Australia, Canada, India, Singapore and Malaysia) and audiences including Commonwealth leaders, investors, event organisers and leisure visitors. Alongside the core budget, the programme will be amplified working with sponsors, with IP being parts of their rights packages.  The Marketing, Brand and Digital Services Lead is a key role within this team, supporting The Business and Tourism Programme – focused on delivering the right message to change perceptions.  A great relationship manager. this role will work closely with brand leads at the GREAT Britain campaign, the OC/GCF/CGFP and within the partners, as well as with the Sponsorship Team to support our partners and ensure we tell the right story, ensuring that the brand guidelines are adhered to.  Leading the digital services function with a strong digital presence and ensuring that consistent messaging and use of multiple platforms are utilised for global reach.  One version of the truth, leading on the marketing collateral and artefacts are developed and maintained for the organisation and programme so that everyone is clear about the great things WMGC delivers. |

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| **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.  Initially 2-year fixed term with opportunity to become permanent. |

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| **Main responsibilities and key activities** |
| * Producing collateral for the cross programme activities to tell the brand story and helping come up with creative ideas and suggestions to bring the brand to life * Ensure all communication assets stay true to the brand strategy across all customer touchpoints, providing brand sign off across the programme * Responsible for brand guidelines and ensuring they are understood within the delivery partner organisations and programme work streams, selling the brand approach and creating advocates throughout the delivery team * Management of our online marketing toolkit which includes anything from branding, templates, marketing collateral and core messaging keeping it up-to-date (asset library) * Training colleagues on the importance of brand and implementation * Manage and help external designers, photographers and events specialists * Manage sponsors requirements and advise the Sponsorship Team on branding, including restrictions and taking an audience-led approach, and support sales collateral as required. * Support the benefits realisation and evaluation plan, gathering data as required and ensuring activity supports the programme objectives * Build strong cross-functional relationships to ensure a collaborative approach and drive for combined programme objectives * Oversee the end-to-end planning of internal and external campaigns and events, including the Birmingham 2022 Business and Tourism Programme, to achieve alignment of activity and maximise capacity within the team * Manage a team of 8 ensuring a regular flow of information from senior stakeholders including the Extended Leadership Team * Monitor and optimise campaign performance across channels to achieve commercial targets. * Oversee the development and implementation of brand strategy delivering creative excellence across all internal and external touch points. * Manage agency support including briefing, creative development and stakeholder approval * Responsible for brand governance and training, creating advocates throughout the business * Manage our online marketing toolkit including assets, imagery, templates, marketing collateral and core messaging * Work closely with the Sponsorship Team to deliver the commercial partnerships programme by advising on activation strategy and delivery of rights * Embed an evidence-based and insight driven approach to campaigns by working closely with the Research and Evaluation Manager * Report against key milestones, deliverables and outputs * Build strong cross-functional relationships to ensure a collaborative approach and drive for combined business objectives. * Forecasting and tracking budget, seeking out value for money and investment opportunities * Supporting the Commercial Partners Programme with development of material required for presentations and events. |

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| **Dimensions** |
| **Travel**: attendance at events / meetings within the UK, some international travel maybe required  **Key relationships:**   * Director of Marketing and Communications * Brand leads at the GREAT campaign and the OC * CGF/CGFP * DIT/VB * Wider programme and organisation stakeholders * Marketing leads within the programme work streams * Cross-programme media and comms team * Research and evaluation manager * PMO and team |

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| **Key Skills and Competency Requirements** | | |
| **Area** | **Essential** | **Desirable** |
| **Qualifications** | * Professional qualification or relevant degree, or equivalent experience | * Evidence of continuous professional development |
| **Skills and attributes** | * Excellent communication / relationship management skills with external and internal stakeholders * Able to work in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven * A proven ability to think strategically and coupled with a hands on attitude * Good analytical skills partnered with a creative mind | * Commercial acumen, understanding financial value of brands * Strong understanding and interpretation of audience and customer insight |
| **Knowledge and experience** | * Delivery of brand strategy in a B2B / B2C environment * Working in a multi-stakeholder / delivery partner environment * Experience of working on national and international campaigns * Significant experience within a similar role, * Agency and budget management * Events management experience * Leadership experience | * Working with sponsors * Experience of working within primary target markets (India, Australia, Canada, Singapore and Malaysia) * Experience with relevant audiences – leisure visitors, business events, investors etc. * Understanding of the West Midlands and / or the GREAT Britain campaign |

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| **Our values** | |
| **Working together** | We take pride in our approach to working together in a diverse, open and inclusive environment. |
| **Creative thinker** | 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** |
| Michelle Inkpen | Director of Operations and Programmes | October 2021 |