



JOB DESCRIPTION

Job Title:	Marketing Manager – Business and Sporting Events
Team:	Tourism
Classification:	Manager
Reports to:	Senior Tourism Marketing Manager
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0

Job Purpose

The West Midlands is home to a vibrant, diverse visitor economy that welcomes tourists, major events and conferences from across the globe. From winding waterways to energetic festivals, vast venues and culinary innovations, the region has firmly put itself on the map.

In 2022, Birmingham played host to the largest Commonwealth Games ever held, which was a golden opportunity for the West Midlands. The West Midlands welcomed an unprecedented 141.2 million visitors in 2022, smashing the previous record set before the COVID-19 pandemic. The figures represent a 38% increase on tourist numbers in 2021, and a 5% rise compared to 2019 data, which was the last research to be carried out before the tourist industry was severely impacted by the global pandemic.

This role is to capitalise on this unique opportunity and to establish the West Midlands as truly globally competitive in the coming years, delivering Global West Midlands – the West Midlands Growth Company's business plan for July 2023 to March 2025.

The Marketing Manager – Business and Sporting Events is responsible for planning and delivery of business tourism (MICE) and major sporting event campaigns that drive awareness of the region's expertise, capacity and capability in these areas; supporting marketing and bid collateral, strategic marcomms plans and manage the business as usual activity to promote business tourism and major sporting events. The breadth of destination marketing will be covered by this role, from strategic relationship development, B2C and B2B marketing, domestic and international campaign management, brand application, trade and press events, press and PR, website and digital development and management, social media strategy, and procuring and managing contracts.

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 employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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 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.



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Main Responsibilities and Key Activities

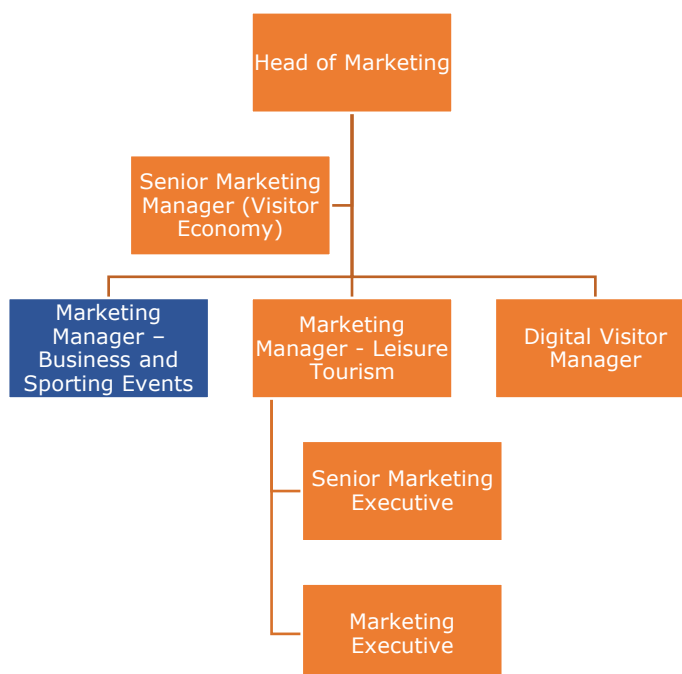
- Managing marketing activity across business tourism (MICE) and major sporting events in the West Midlands
- A passion for destination marketing, underpinned by research and intelligence and focused on measurable outcomes.
- Support Global West Midlands marketing strategy and delivery for business tourism and major sporting events, supporting the delivery of our core services, campaigns and projects to ensure objectives are met
- Managing the delivery of business tourism (MICE) and major sporting event marketing assets including complex collateral – activity includes writing briefs, producing copy, obtaining quotes, managing agencies/creatives, through to delivery.
- Lead on event (exhibitions, conferences, fam trips, dinners) marketing through stand design, developing marketing collateral, audience and stakeholder communications, and reporting
- Work with domestic and international media partners, building relationships and developing marketing plans
- Develop social media plans to raise awareness and drive engagement to for B2B audiences for business tourism (MICE) and major sporting events
- Writing creative briefs for in-house creative team and external agencies to deliver a variety of marketing collateral for both print and digital media
- Supporting procurement processes including optimising value for money, effective tendering for services to deliver required project activity over a 12-18 month period, managing contracts and working alongside the contracted suppliers to ensure project-specific deliverables
- Manage accounts and integrated campaigns/projects, ensuring all work is proof read, complies with brand and has been signed off by WMGC account lead
- Manage budgets and overall time allocation
- Internal stakeholder engagement to ensure delivery is on-track across the business tourism (MICE) and major sporting event programmes, working with the workstream leads, and dovetailing activity across the marketing teams
- External shareholder management with the seven West Midlands Local Authority destinations plus DMOs, and business tourism (MICE) / major sporting event partners
- Support activity to refresh, develop and manage the core visitor economy marketing channels and campaigns including visitbirmingham.com and meetbirmingham.com
- Supporting work with internal teams to achieve successful outcomes in marketing and communications, research, monitoring and evaluation
- Report against key milestones, deliverables and outputs, providing evidence as required



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Dimensions

Programme team structure (DRAFT): this may evolve as the programme develops



Key relationships:

- Senior Marketing Manager
- Head of Marketing
- Marketing and Brand Lead
- Creative Lead
- Senior Digital Marketing Manager
- Events Lead
- Head of Tourism
- Travel Trade Manager
- Research and Evaluation Senior manager
- Senior Business Tourism Manager
- Convention Bureau Manager
- Strategic Lead Major Sporting Events
- Senior Executive Major Sporting Events

Travel required:

Travel to event and trade shows will be required, which could include international travel

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Professional marketing qualification, relevant degree, or equivalent experience (at least 5 years) 	<ul style="list-style-type: none"> • Evidence of continuous professional development
Skills and attributes	<ul style="list-style-type: none"> • Evidence of delivering strategic and tactical marketing campaigns underpinned by, and responsive to, research 	<ul style="list-style-type: none"> • Evidence of working in a B2C and B2B marketing environment with



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	<ul style="list-style-type: none"> • Excellent relationship and account management skills • Ability to work in a fast-paced environment and manage a complex stakeholder network • Deliver multiple projects, self-motivated and deadline-driven • Ability to manage agencies, write comprehensive briefs and manage them to deliver campaigns 	<ul style="list-style-type: none"> • campaign and project management skills • Creative thinker able to apply skills to achieve excellent outcomes
Knowledge and experience	<ul style="list-style-type: none"> • Experience working in the events industry, with knowledge of the MICE sector • Experience in delivery of the full marketing mix – campaigns, creative, brand, social media, events etc. • Experience in destination marketing, including campaign activity • Knowledge of the West Midlands region • Working in a multi-stakeholder / delivery partner environment • Line management experience with development and coaching activity 	<ul style="list-style-type: none"> • Experience of managing domestic and international marketing campaigns • Understanding of public procurement guidelines • Event management experience • Account management / agency background and / or stakeholder engagement experience

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

Martin Clarke	Date: September 2023
	Job Title: Senior Marketing Manager