



JOB DESCRIPTION

Job Title:	Marketing Executive
Team:	Sector Marketing
Classification:	Executive
Reports to:	Marketing Manager
Classification of Line Manager:	Manager
Number of Direct Reports:	0

Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

Working within Sector Marketing, this role will support the awareness raising and perception amongst international and national B2B audiences of the West Midlands as a desirable location for firms to invest and relocate; operating across a full mix of marketing channels to promote our proposition and support lead generation.

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practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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

Main Responsibilities and Key Activities

- Drafting and posting social media
- Curating content across thought leadership and web where applicable.
- Supporting sector leads on programme activities.
- Operational support for sector marketing campaigns
- Supporting the development and delivery of events
- Working with internal stakeholders and creative agencies on the creation of sector collateral, presentations and brochureware
- Creation and delivery of newsletters and e-shots
- Creation of client-facing PowerPoints for use by the business development team
- Building knowledge of our key sector propositions to inform and improve quality of output across all channels
- When required, support marketing colleagues across the business on broader initiatives

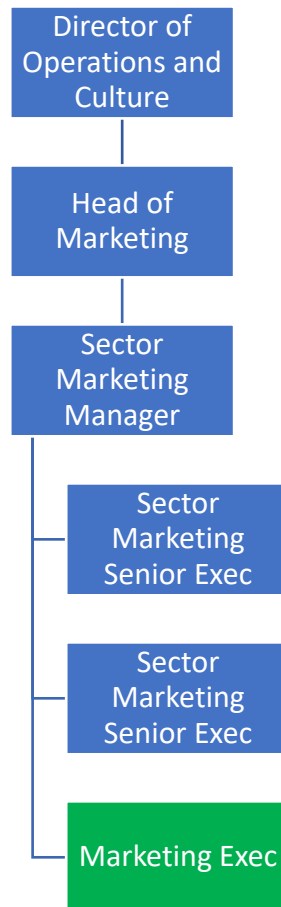


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Dimensions

Travel: Occasional within region; some possibility for national / international travel

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



Budget responsibility: none

Key relationships:



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- Sector marketing colleagues
- Inward investment (business development) team
- Communications team
- Marketing services team (event support, creative, digital marketing)

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	Professional marketing qualification or relevant degree, or equivalent experience	Evidence of continuous professional development
Skills and attributes	<ul style="list-style-type: none"> • Experience producing collateral and / or events. • Digital marketing including supporting B2B social channels, using a CMS or analytics packages • Ability to analyse and interpret varied data to prepare clear and concise reports, e-newsletters, web content, briefings and presentations for marcomms managers and key stakeholders. • Ability to deal with and manage confidential and sensitive information with a high level of integrity • Proven ability to effectively use office IT systems e.g., Microsoft Word and Excel, word press and social media • Self-starter, able to work in a fast-paced environment • Excellent communication skills and able to proofread to a high standard 	<ul style="list-style-type: none"> • Strong attention to detail • Flexibility to work across a multi-faceted programme. • Proactive in ensuring work is delivered and targets met.
Knowledge and experience	<ul style="list-style-type: none"> • Experience within a similar B2B marketing role within at least one of our key sectors (Advanced manufacturing, professional & financial services, life sciences, digital & technology, future mobility, low carbon) • Experience in developing relationships in a multi-stakeholder / delivery partner environment • Ability to work as part of an integrated team with BD colleagues • Experience of using social platforms. 	<ul style="list-style-type: none"> • Knowledge of the West Midlands and its public/private sector landscape • Experience or general awareness of place marketing, investment promotion or economic development • Knowledge of website management and a knowledge of analytical tools



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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	
[name]	Date:
	Job Title: