**Job Description**

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| **Job Title:** | Marketing Executive  |
| **Department:** | Marketing and Communications |
| **Team** | Marketing  |
| **Classification:** | Executive |
| **Salary** | £19 to £21k  |
| **Reports to:**  | Marketing Manager | **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:**0 | **Job titles & Classification of Direct Reports:**N/A |
| **Job Purpose:**Supporting the Relocation Services offer within the Enterprise Zone contract, this role is principally responsible for supporting marketing activity which will support this programme. In addition the role will support other projects and events.The individual will be a trusted partner advising on digital marketing, producing collateral, events and other marketing activities. The role has a significant impact on attracting investment, jobs, businesses and visitors to the West Midlands Combined Authority area.  |
| **Main responsibilities and key activities:** Support on project planning, delivery and evaluation – including but not limited to:Stakeholder Management* Liaise with stakeholders/partners

Account Management* Deputise for the Relocations services or Marketing manager
* Report on account metrics
* Compile status reports
* Client liaison with supervision

Project Management* Plan, execute and evaluate simple campaign or tactics within a campaign
* Experience producing collateral, advertising and / or events
* Highlight issues with delivery (quality and time), suggest solutions
* Ensure brand guidelines are followed

Agency Management* Work with agency to produce agreed output, with support from manager

Digital Marketing* Support with development and management of digital channels and platforms – websites, social media and e-newsletters – leading on elements e.g. new web section
* Provide actionable insights from web and social analytics

People Management* Provide coaching and support to junior colleagues

Internal and corporate communications* Support on internal communications, drafting updates
* Support on corporate communications responsible for social media or web updates

Other* Lead on projects, as directed by manager
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| **Dimensions:** This role will work for the EZ contract and other accounts, which will be allocated dependent on current workload The may be travel with the region and nationally to support the clients’ activities. Key relationships include your clients, our partners, and colleagues in other teams who deliver on the same accounts.  |
| **Key Skills and Competency Requirements:**  Essential:* Relevant degree, professional qualification and work experience / significant work experience in a marketing role
* Experience producing collateral, advertising and / or events
* Digital marketing including managing social channels, using a CMS and analytics
* Experience dealing with stakeholders (internal or external)
* Excellent written and verbal communications skills
* Strong attention to detail and analytical skills
* Ability to work independently and as part of a team
* Confident and keen – adopts a creative, proactive approach when solving problems
* Able to manage multiple projects at the same time

Desirable* Experience or general awareness of place marketing, investment promotion or economic development
* Knowledge of the West Midlands region
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| **Prepared by:** |
| **Name** | **Job title** | **Date** |
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| **Approved by:** |
| **Name** | **Job title** | **Date** |
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