

- **Job Description**

Job title	Marketing Manager, Public Health
Directorate	BUSINESS: Business Support
Team	Communications and Marketing
Grade	6
Reports to	Senior Marketing Manager

Main purpose of the job:

To be a key member of the council's central Communications Team that has responsibility for leading and managing the council's corporate and service communications, one of the council's key touchpoints, with all residents, businesses, community organisations and stakeholders and acts as the guardian of the council's visual and online reputation.

To be the communications lead for and oversee a team of Marketing Account Executives and Officers supporting the Public Health Directorate to deliver the council's communications strategy, campaign plans and initiatives, driving a proactive approach to external and internal communications. To effectively engage with residents, stakeholders, and the community to achieve specific service and policy objectives.

Accountabilities and outcomes:

To lead on the management of a portfolio of internal and external client relationships. To create, direct and manage multiple strategic marketing and communications campaigns and projects from initial briefing through to post-campaign evaluation To manage cross-disciplinary project teams to deliver communications projects.

Conceive, develop and manage innovative, creative and high-performing strategic marketing and communication campaigns that drive awareness and/or sign up to council services, programmes and events. Ensure all campaigns align with the council's strategic aims.

Manage and mentor junior members of staff.

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Responsible for ensuring that the council is communicating effectively about legal or statutory requirements, helping the public understand changing council priorities, encouraging people to change behaviour and letting people know about public services.

Build relationships with the directorate's Service Managers and other senior stakeholders on their service objectives to set agreed strategic communications strategies and objectives for the year and how these can be achieved. Ensure that service objectives are linked in with corporate objectives to identify work priorities for the team.

Develop and implement comprehensive marketing strategies aligned with the organisation's goals and objectives. These strategies should be well-defined, measurable, and designed to achieve specific outcomes. For example, income generating, behaviour changing, statutory services or about awareness raising.

Ensure effective stakeholder relationships fostering strong relationships with residents, community groups, and other stakeholders. Actively engage in open and transparent communication, gathering valuable feedback and promoting collaboration in the decision-making process.

Ensure excellent working relationships are maintained with all internal council clients we provide marketing services for.

To successfully line manage the Marketing Managers ensure effective management of the rest of the team.

Establish KPIs and evaluation methods to assess the effectiveness of marketing campaigns. Provide data-driven insights and reports to inform decision-making, demonstrating the impact of marketing efforts.

Be responsible for the Communications and Marketing Team marketing budgets related to your directorate and ensure all marketing campaigns and jobs are delivered within budget.

Lead the drive within the Marketing Team to generate income for the team where possible from internal and external sources, as well as supporting the drive of our clients to generate more income.

To make effective use of data when planning marketing campaigns to ensure effective reach for our communications. while safeguarding citizen data, complying with data protection and privacy laws and protecting the confidentiality and security of sensitive information, ensuring public trust

- Ensure all campaigns and jobs are fully evaluated and lessons incorporated into future marketing work.

Promoting the council's vision and values, externally and internally, and working to objectives set out in the Council Plan and the team's wider Communications and Marketing plan.

Prepare papers and reports for relevant committees and internal reporting mechanism as required on time.

Be part of Communications management team and participate in an out-of-hours media rota.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

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Organisation:

This role reports to the Senior Marketing Manager – Public Health, Children & Adults and Education & SEND

The post holder will have direct line management responsibilities managing a team of people.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

Hybrid working – a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

The post holder is also required to travel to other sites as and when required as part of their duties, in and out of work hours.

Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

- Degree in related subject or relevant professional qualification in marketing or communications to Post Graduate Diploma level (eg CIM, IDM, CIPR, PRCA). And/or 5+ years in relevant workplace experience

Level B (in addition)

- 18 months satisfactory performance at level 7A for any career progression applications

Level C (in addition)

- 18 months satisfactory performance at level 7B for any career progression applications

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Knowledge

Level A

- Strong knowledge of marketing principles, including market research, segmentation, targeting, positioning, branding, and the marketing mix (product, price, place, and promotion)
- A developing understanding of the structure, regulations, and policies of the public sector, including knowledge of public procurement, compliance, and ethics. Knowledge of specific government agencies, departments, and their functions • Basic knowledge in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector
- Knowledge of using digital marketing channels and social media platforms to engage with citizens and disseminate information
- Knowledge of how to measure the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction
- Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector
- A willingness to understand sustainability and environmental protection and then communicate across the organisation
- A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, and government-specific software.

Level B (in addition)

- Proficiency in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector
- Growing knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns
- An understanding of the local or regional community's culture, demographics, and specific needs to tailor marketing efforts effectively
- A good understanding of sustainability and environmental protection, and the ability to promote and communicate these efforts



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Level C (in addition)

- A deep understanding of the structure, regulations, and policies of the public sector, including knowledge of public procurement, compliance, and ethics. Knowledge of specific government agencies, departments, and their functions
- A good understanding of relevant public policies and government initiatives that may impact the public sector organisation's marketing strategies. In addition knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns
- An understanding of the political landscape and its influence on decision-making
- Knowledge of how to design and implement campaigns aimed at changing public behaviour, such as health promotion, environmental conservation, or safety initiatives

Experience

Level A

- Track record of delivering successful marketing communications projects
- Good experience of client / account relationship management
- Experience of using research and evidence to underpin communications activities
- Good level of experience managing multiple projects simultaneously
- Experience of evaluating the impact of campaigns and reporting back results with lessons learned
- Experience collaborating with various different services to reach a common goal
- Experience of pro-actively contributing to change and listening to new ideas
- Experience of writing detailed communication plans and strategies

Level B (in addition)

- Strong experience of managing multiple projects simultaneously
- Developing experience in matrix and cross boundary working

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- Growing experience of the internal and external opportunities and impact created by digital transformation
- Experience collaborating with various departments within the public sector organisation, to align marketing efforts with broader goals
- Starting to gain experience meeting and working with council portfolio holders, talking through marketing plans for major campaigns in their portfolios, providing briefings and feedback on campaigns
- Experience of writing detailed wider communication plans and strategies, including media and other public affairs activities

Level C (in addition)

- Solid experience of using research and evidence to underpin communications activities
- Experience of managing, developing, and delivering cross discipline marketing campaigns including digital marketing
- Experience of setting and delivering commercial targets, specifically revenue
- Strong experience in matrix and cross boundary working
- Experience meeting and working with council portfolio holders and external stakeholders, talking through marketing plans for major campaigns in their portfolios, providing briefings and feedback on campaign
- Developed experience of the internal and external opportunities and impact created by digital transformation
- Experience of providing general information, advice and guidance on internal procedures relating to finance
- Experience in managing, developing and/or mentoring junior members of staff

Skills

Level A

- Proficient in the use of Microsoft Word, Excel and Outlook and use of all types of social media (e.g. Facebook, X, Instagram, etc.)
- Excellent communication skills, with the ability to present complex/sensitive information in an understandable way
- Strong ability to plan ahead and have the ability to respond positively to change
- Successful and engaging copywriting skills in writing for a range of media both on and offline
- Enhanced skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands

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- Ability to work independently where required
- Ability to draw on variety of skill sets e.g. historical, current, and future trends within the digital content and social media space
- Ability to manage marketing budgets in a public sector environment, often with a focus on transparency and accountability
- Developing a high-level skill set of writing for different audiences such as families, younger, older, vulnerable etc
- Enhanced skills in measuring the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction

Level B (in addition)

- Developed skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands
- Starting to successfully manage various group dynamics
- Ability to manage large-scale (above £10k) marketing budgets in a public sector environment, often with a focus on transparency and accountability
- Ability to work closely with the media team, including briefing on PR opportunities, service issues

Level C (in addition)

- Demonstratable ability to thoroughly analyse information, and considering alternative solutions, adapting to new ways of working where necessary
- Demonstratable ability to analyse and interpret varied and complex Marketing information and develop strategies and solutions for the medium and long term
- High-level of skill set when writing for different audiences such as families, younger, older, vulnerable etc
- Strong skill set to work independently within clear guidelines and use initiative to make decisions, on policy/resource issues
- Excellent facilitation skills and the ability to manage group dynamics
- Working closely with the media team, including briefing on PR opportunities, service issues and working together on reputational issues and public announcements and offering reactive support.