

Job Description

Job title	Senior Marketing Manager, Children and Adults Directorate
Directorate	BUSINESS: Business Support
Team	Communications and Marketing
Grade	7
Reports to	Head of Communications and Marketing

Main purpose of the job:

To be a senior 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 strategic lead for and oversee a team of marketing account managers, and Marketing Account Executives supporting the Children and Adults 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:

Working with the Head of Communications, to create and be responsible for the creation and delivery of the council's annual communications plan in support of the council objectives.

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.

Organisation:

This role reports to the Head of Marketing and Communications

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 10+ 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

Knowledge

Level A

- Strong understanding of the principles of effective management
- Expertise in designing and executing campaigns that aim to change public behaviour, engage and/or increase footfall and revenue.
- Existing knowledge of data protection and privacy regulations required for marketing, such as GDPR.
- Familiarity with strategies for engaging and involving the public in decision-making processes, gathering feedback, and promoting resident participation
- High-level of understanding of managing budgets
- A good understanding of the local area's demographics, cultures, and specific needs, enabling tailored marketing efforts that respect diversity and inclusivity
- Developed knowledge of sustainability and environmental protection initiatives
- Understanding of how to collaborate with various departments and external agencies ensuring marketing efforts align with broader council objectives.
- Good understanding of the digital landscape and emerging trends

Level B (in addition)

- Excellent knowledge of data protection and privacy regulations within marketing, such as GDPR, and the ability to ensure data security and compliance in marketing activities

- A working knowledge of government sustainability and environmental protection initiatives, with the ability to promote and communicate these efforts to the public and internal employees
- Good understanding of ethical marketing practices, emphasising transparency, fairness, and responsible conduct.
- Developing an understanding of the key elements of crisis communications

Level C (in addition)

- Deep understanding of managing budgets with the ability to manage marketing budgets effectively and transparently
- Developed understanding of the key elements of crisis communications and the role of the team in supporting the council response
- Expert knowledge of designing and executing campaigns that aim to change public behaviour, engage and/or increase footfall and revenue
- Deep understanding of the digital landscape and emerging trends.

Experience

Level A

- Solid experience in managing a team or individuals to deliver excellent, engaging and effective marketing campaigns
- A strong track record of delivering successful and innovative marketing communications projects.
- Experience working effectively across multiple different marketing channels and targeting audiences from different backgrounds and with varying interests
- Proficient experience in matrix and cross boundary working
- Experience of working for a local council/unitary authority
- Experience of evaluating the impact of campaigns and reporting back results with lessons learned

Level B (in addition)

- At least two year's strong successful team management background across diverse teams
- Experience in market research, data analysis, and customer insights
- High-level of experience in digital marketing, including SEO, SEM, OOH, social media, and email marketing
- Strong experience in the creation of strategic marketing plans for team
- Experience of setting and delivering commercial targets, specifically revenue

- The ability to adapt to a dynamic public sector environment and respond positively to change
- Experience working with and presenting to SMT and Senior Managers

Level C (in addition)

- At least five years' experience in leadership and team management roles
- Demonstrates a strong track record of delivering successful and innovative marketing communications projects within the public sector
- Extensive developed experience in the creation of strategic marketing plans for team, planning workloads and timetabling to meet corporate and client needs
- Strong experience in market research, data analysis, and customer insights
- Extensive experience of working for a local council/unitary authority
- Extensive experience presenting to and briefing Cabinet and senior council officers on marketing planning and results
- Experience of deputising for the Head of Service in times of absence.

Skills

Level A

- Strong leadership and team management skills, including the ability to motivate and inspire a team
- Strategic thinking and the ability to develop and execute marketing plans aligned with organisational goals
- Excellent written communications skills for a range of media, channels and audiences and provides advice and guidance for writing clearly for target audiences.
- Strong project management skills, with the ability to manage multiple campaigns simultaneously
- Results-driven and goal-oriented, with a focus on achieving measurable outcomes
- Adaptable and able to thrive in a fast-paced, dynamic environment
- Strong problem-solving skills and the ability to think critically.

Level B (in addition)

- Able to demonstrate how to achieve best return on investment and deliver more for less for campaign outcomes

- Actively encourages ideas from a range of sources and stakeholders to inform thinking
- Can demonstrate experience of thoroughly analysing information, and considering alternative solutions, adapting to new ways of working where necessary
- Able to develop measurable communications activities to support delivery of council priorities
- Able to progress a series of activities within recognised guidelines making frequent decisions without ready access to more senior officers except for advice on policy or resource issues.
- Can practically manage workload to deal with very high levels of work-related pressure
- Able to take on considerable direct responsibility for financial resources effectively and creatively.

Level C (in addition)

- Able to demonstrate how they have managed a high performing and motivated team and sought solutions to staff issues in a satisfactory conclusion
- Excellent planning skills, ensuring strong coordination with corporate and service objectives and managing the team's portfolio allocation and workloads to meet those demands. Continued strong planning across the team across the year
- Works closely with the senior media and internal communications manager and senior graphic designer in planning the project timelines and most effective use of resources for the year
- Works effectively with different organisations e.g. private sector and voluntary groups to support delivery of campaigns
- Identifies the implications of council services and political priorities and strategy on communications to ensure communications plans reflect them
- Anticipates economic, social response and political environment and service developments to keep communications activity relevant and targeted.