



JOB DESCRIPTION

Job Title: Marketing Officer
Salary: Circa £30k (depending on experience)
Reports to: Marketing Manager

GFirst LEP is Gloucestershire's Local Enterprise Partnership - our mission is to make Gloucestershire a great place to live and work by driving sustainable economic growth throughout the county, creating jobs and business opportunities for thousands of people.

We're led by the business community, in partnership with voluntary, education and public sectors, to help Gloucestershire realise its economic potential.

Job purpose / key role:

Working with the Marketing Manager you will lead the planning and co-ordination of all marketing and promotional activity for our business facing projects and services.

Your role will drive business engagement activity for our flagship projects including **The Growth Hub**, **Peer Networks** and **Hub Mentors**, as well as supporting the promotion of new businesses services as they are developed.

You will work closely with the GFirst LEP team, Growth Hub Network partners, local authorities, local and national business support providers, such as Innovate UK and DiT, and support our cluster lead delivery across Swindon and Wiltshire LEP and West of England Combined Authority.

This is a varied and interesting role in a busy and challenging environment requiring excellent team work and the ability to manage and prioritise multiple tasks across a wide range of stakeholders.

Main duties/responsibilities/accountabilities:

- To work simultaneously across multiple projects to support managers with the development and delivery of project marketing plans.
- To work with the Marketing Manager on delivering marketing campaigns highlighting LEP projects and services to the business community. This could include development and delivery of newsletters, business surveys, social media campaigns, website updates, focus groups and other methods of engaging businesses.
- To work closely with Growth Hub Network Development Manager and Growth Hub partners to ensure co-ordinated internal and external marketing communications across the county.
- To support the delivery of project specific B2B events, working with internal/external partners and stakeholders in line with project requirements.

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- To support the Marketing Manager in the writing and distribution of press releases and media relation activity.
- To support project managers with the analysis and reporting of inbound and outbound marketing activity, inclusive of capturing and analysing social media metrics and assessing ROI on marketing campaigns.
- To provide cover for the Marketing Manager when required.

QUALIFICATIONS	Marketing related qualification or at least 2 years experience in a communications related field.
KNOWLEDGE	<p>A strategic thinker, experience of producing marketing plans and managing marketing budgets.</p> <p>Be able to demonstrate good experience in effectively engaging with businesses through marketing activities and campaigns.</p> <p>Be able to demonstrate a track record of delivering business engagement activities through marketing.</p>
SKILLS – personal	<p>Able to manage multiple tasks/project working and prioritise work effectively.</p> <p>Able to provide a favourable and professional impression by demonstrating good communication and interpersonal skills and present ideas and concepts in an easily understandable format.</p> <p>Able to work on own initiative and as well as part of a wider team.</p> <p>Able to demonstrate the successful delivery of activities and initiative working with a broad range of stakeholders and businesses; including the organisation of collaborative events.</p>
SKILLS - technical	<p>Demonstrate an ability to use IT proficiently using Microsoft packages, website and management information systems.</p> <p>High level of understanding of effective B2B social media use. The ability to create exciting and engaging content.</p> <p>High level of understanding of other marketing tools and platforms including Survey Monkey and MailChimp.</p> <p>Experience of using Customer Relationship Management Systems.</p>

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Key Relationships

Internal

- Other staff/team members – who will require support and co-ordination to deliver aspects of the marketing engagement and initiative delivery.
- Meet regularly with the Marketing Manager to assess on-going and evolving tasks and areas for personal focus/development.

External

- Businesses – to add value to them by providing information and opportunities for engagement with all of the areas of the LEP activity, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide good engagement and effective relationships with all relevant intermediaries.

Decision Making Authority:

- Day to day decisions of how best to manage on-going tasks and workload to meet personal objectives and targets.

Additional Information:

- Comply with any additional reasonable requirements relevant to the needs of the team and the business.

Equal Opportunities Statement

GFirst LEP is an Equal Opportunities employer and seeks to ensure that all applications are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

Respect and Dignity at Work – ‘Improving Working Lives’

GFirst LEP is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst LEP is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst LEP will not tolerate any forms of bullying or harassment in the workplace. Everyone has a personal responsibility to seek to improve his/her own and colleagues working lives to create a healthy and productive working environment.

In the current Covid climate, the GFirst LEP team are all working from home. Your place of work in ‘normal’ times would be at our offices within the University of Gloucestershire’s Business School in Longlevens, Gloucester GL2 9HW.