**Contract:** Fixed-term until 31 March 2026 to cover a period of maternity leave, full-time (35 hours per week)
**Based at:** Chesterfield, Nottingham or Leicester with agile working. Additional travel required

**Salary:** £45,000 to £50,000 per annum (dependant on skills and experience)

**1.**  **MAIN PURPOSE OF THE ROLE**

This senior role will support the design, development and implementation of the Chambers marketing plan to deliver several core objectives that support the Chamber business plan. The postholder will have exceptional people management skills in order to support the team to succeed in executing the plan to the highest standards.

The post holder will also have strong project management skills in planning, developing and leading targeted lifecycle campaigns as well as segmented organic social media campaigns across different channels.

**2.**  **POSITION IN ORGANISATION**

* Reports to the Sales & Marketing Director (interim line manager is the Deputy Chief Executive).
* Day-to-day leadership of the marketing department.
* Close working relationship with the Head of Commercial Events and Sponsorship, Head of Membership and the wider senior leadership team.

**3.**  **DUTIES AND KEY RESPONSIBILITIES**

* Support the design, development and implementation of the Chamber Marketing Strategy in line with the business’ KPIs.
* Collaborate on the development and implementation of the CRM Strategy for the Chamber that maximises the functionality of the Dynamics 365 for Marketing automation application to deliver improved and targeted campaigns resulting in more prospects converting into good quality business relationships.
* Continually review marketing and CRM analytics and insights to shape the marketing strategy with a focus on what content drives the best engagement and response amongst different target audiences.
* Work closely with the Data Integrity & CRM Manager and participate in meetings that contribute to discussions relating to the Chamber’s customer data including how we collect it, how we manage it, cleaning it, protection, compliance and privacy.
* Ensure brand message and identity is consistent across all channels and marketing communications.
* Keep abreast of relevant innovation and developments to ensure marketing practices are cutting-edge and effective and that delivery staff have the skills and knowledge to maximise performance using those systems.
* Carry out market research to understand, develop and manage our target audience and to regularly report using data-driven insights to senior managers and partners.
* Collaborate with the Chamber’s Marketing Manager and other project channel owners to align marketing activities, this includes shared learning, increase effectiveness, reduce costs and maintain brand messaging.
* Lead the development, implementation and evaluation of a range of online and offline project-led marketing campaigns and case studies to generate new leads, event bookings and showcase the Chamber brand.
* Ensure the Chamber’s Business Plan Action Plan is up to date and to provide updates as necessary to the Chamber senior leadership.
* Overseeing the Chamber’s PR, communications and media strategy and core publication and video production (Business Network magazine, Annual Report).
* Make sure Chamber websites are continually developed, maintained and fit-for-purpose and relevant content is actively showcased on the Chamber’s platform [www.emc-dnl.co.uk](http://www.emc-dnl.co.uk)
* Strive to continually improve quality and efficiencies by developing tools and systems to evaluate the delivery of chamber services.
* Manage relationships, briefing and management of marketing suppliers and agencies.
* To line-manage, develop and performance-manage the marketing team.
* Prepare and manage annual marketing budget and monitor monthly.
* To undertake any other reasonable activities associated with the post as directed by the Deputy Chief Executive or Directors.

**4.**  **PERSON SPECIFICATION**

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| **Knowledge*** Knowledge of Chambers of Commerce
* Knowledge of the business support landscape in the counties of Derbyshire, Nottinghamshire and Leicestershire
* Knowledge of contractual procedures and audit requirements for the protection of public funds
* Knowledge of funding
* An in-depth working knowledge of customer segmentation, list management, deliverability and GDPR regulation
* Knowledge and understanding of PPC, Paid Social, SEO, display activities, Google AdWords, AdWords keyword tools and Webmaster tools
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| **Experience*** Relevant and demonstrable experience of managing digital services provision with a business context
* Proven experience of managing a marketing team
* Proven experience of leading end-to-end email campaigns, including planning, coordinating, segmenting, targeting, set-up, testing, broadcasting, reporting and optimisation
* Experience of working with Microsoft Dynamics for marketing
* Proven track record of analysing data sets and applying data to build insight to shape personalised marketing activities
* Experience of working with a diverse range of businesses
* Self-starter, able to think creatively and identify new avenues for business generation
* Proven experience of working effectively with partners and key stakeholders on a local, regional and national basis
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| **Qualifications*** Marketing degree, CIM qualification or marketing qualification
* Project management
* Management qualification or equivalent by experience
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| **Skills and abilities*** Strong desire for innovation and able to envision and gain agreement on workable value-adding business solutions
* Excellent organisational and administration skills
* Strong communication (written & oral skills)
* Strong drive for results and a high level of resilience
* Excellent facilitation and consultancy skills
* Highly motivated - can work as part of a team and independently
* Excellent report writing skills
* The ability to check eligibility documentation for accuracy
* High level of skill in Microsoft Office and Cloud based applications
* Strong proactive stakeholder management and adaptive communication skills to engage, influence, negotiate and constructively challenge
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| **Personal attributes*** Takes responsibility
* Celebrates and is proud of success
* Supports others and works well with a team
* Creative and challenges tradition
* Must be dependable and reliable
* Must be able to exercise tact and diplomacy at all levels
* Must be able to work under own initiative
* Full driving licence (able to drive in the UK for business purposes)
* Access to own transport, and willing to travel across the geography
* Must be prepared to work flexibly in terms of working hours
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**5. ADDITIONAL INFORMATION**

This role is suitable for agile working within the parameters of the Chamber’s agile working policy.

Employee name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_