

Job Description

Job Title	Senior Digital Marketing Manager
Directorate	Neighbourhoods and Housing
Service Area	Liverpool City Region Destination Partnership
Grade	8
Competency Level	2
Salary	£46,142 - £51,356
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A9917

Job Purpose

Liverpool City Region Destination Partnership (LCRDP) is the Local Visitor Economy Partnership (LVEP) for the region. It is responsible for promoting the six local authority areas as a global destination for visitors, conferences and investment. Its remit includes communicating the city region's brand positively and imaginatively to local, national and global audiences. Working with partners in business, cultural organisations, educational institutions and community groups it promotes Liverpool City Region (LCR) as a great place to live, work, visit, invest and study.

A main priority is to ensure LCR can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK’s most powerful attack brands.

The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As Senior Digital Marketing Manager you will be responsible for developing and delivering Liverpool City Region Destination Partnership’s (LCRDP) digital marketing strategy to increase engagement and growth in visitor numbers, supporting revenue growth through the acquisition and retention of customers (and partners) and improving the customer experience across all LCRDP digital platforms.

Some weekend and out-of-core hours’ work/delivery will likely be required for this role.

Directly Responsible For:

Social Media Manager and two Digital Marketing Assistants

Directly Responsible To:

Head of Marketing

Main Areas of Responsibility:

- Develop and deliver the Digital Marketing Strategy to help support the ambitions set out in the Destination Management Plan, achieving objectives
- Collaboration with partners in our local authorities to support digital marketing activity that benefits the city region visitor economy

- Work in partnership with LCR Combined Authority and Liverpool City Council as funders of LCRDP, adopting and fostering an inclusive and collaborative working relationship
- Act as first point of contact between the digital marketing team and partners/ stakeholders for Liverpool City Region Destination Partnership (LCRDP)
- Work with the Marketing Team to develop and deliver the digital elements of all marketing activity ensuring the most appropriate channels are used to engage customers
- Drive the social media strategy, ensuring relevant content is communicated to a variety of target audiences
- Write compelling briefs to issue to media buying agencies with the aim of developing and delivering digital marketing campaigns to improve the customer experience, particularly during major events and seasonal campaign activity
- In addition to delivering the day-to-day digital marketing content, to communicate destination information to visitors and stakeholders
- Lead on the delivery of paid digital marketing and influencer content
- Consistently test and measure activity while working closely with the Head of Marketing to ensure analytics are shared and inform the wider marketing strategy
- Produce monthly analytics for LCRDP digital platforms (website and social) to report on trends with a comprehensive narrative that positions performance levels
- Responsible for the strategic development of digital channels including the app, website and e-communications strategy, while also identifying and exploring new initiatives to improve the digital experience
- Drive innovation and identify new technologies to improve the user experience, customer communication and support revenue growth
- Manage the digital marketing budgets ensuring they are spent effectively, optimised and value for money is secured

- Manage and continually develop the Social Media Manager and Digital Marketing Assistant conducting regular 121s and Personal Development Reviews
- Managing digital contracts and Service Level Agreements (SLAs), including out of hours support, holding third parties to account to ensure the digital offer is not compromised and the customer experience is positive
- Act as the primary point of contact for digital queries
- Collaborate with LCC and CA digital teams to ensure consistency in brand messaging across all platforms
- Represent the company at industry events, conferences and trade shows as needed
- Analyse public sentiment and brand perception using media monitoring tools and make data-driven adjustments to strategies
- Lead on finding solutions to complex issues using creative thinking and strong analysis
- Build and maintain relationships with city partners, members, local authorities and international bodies including VisitBritain and VisitEngland
- Provide expert advice and support to other departments across the business requiring digital support
- Be prepared to undertake any duties or assist with other projects as directed

Supervision and Management Responsibility:

- Social Media Manager
- Digital Marketing Assistant

Budget and Financial Responsibility:

- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate

- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explore different options for funding and income generation
- Financial responsibility for up to £100k dependent on annual programme of activity and externally funded campaign activity
- Allocating budgets to multiple digital channels and managing paid for activity.
- Financial responsibility for externally funded campaigns and commissioned activity
- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- On occasion this role will involve attending events that will require standing for long periods of time and outdoor working
- This role will require out of hours working including evenings and weekends when required

Corporate Responsibility:

- Contribute to the delivery of the Destination Management Plan
- Delivering and promoting excellent customer service, externally and internally

- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Demonstrate the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- A degree or equivalent qualification relevant to the role (A/I)

Desirable

- Proven experience of working as a Senior leader within a Marketing Agency or as part of a similar team (A/I)

Experience

Essential

- Proven experience of working in a busy marketing department including at least three years in a similar senior role (A/I)
- Proven experience of developing and managing digital channels including websites, apps, e-communications and social media (A/I)
- Strategic experience by way of developing and delivering a digital strategy which has achieved outcomes (A/I)
- Management of a small team (A/I)
- Experience of buying digital media and managing the process from end to end either in-house or using external media agencies (A/I)
- Experience of using digital marketing to support, influence and contribute to revenue generation (A/I)



- An impressive knowledge of social media channels and experience of utilising multi channels (A/I)
- The creativity to develop effective digital activity to support general marketing campaigns (A/I)
- Remarkable analytical skills to measure all digital marketing activity effectively (A/I)
- Budget management capability and understanding of finance processes (A/I)

Desirable

- An understanding of the city region visitor economy and the six boroughs that form the LCR (A/I)

Skills/Abilities

Essential

- High level of organisational skills and attention to detail (A/I)
- The ability to gain insight into audiences using digital channels (A/I)
- The tenacity to manage and optimise relationships with external agencies (A/I)
- The capacity to develop effective relationships with internal and external stakeholders (A/I)
- Experience of managing third party suppliers such as web and app developers, email providers and data houses (A/I)
- Knowledge of and experience in using customer profiling systems such as mosaic, CMS's such as Simpleview, Umbraco, Wordpress and email databases such as Campaign Monitor (A)
- Excellent written and verbal communication skills, with the ability to craft clear, engaging messages (I)

- Ability to manage multiple projects simultaneously and meet tight deadlines (A/I)
- Creative thinker with a proactive approach to problem-solving (A/I)

Desirable

- A self-starter with a high level of initiative and the ability to act independently (A/I)
- Ability and enthusiasm to get involved in the wider work of the team (A/I)
- A passion for and knowledge of digital communications and interest in professional development (A/I)

Commitment

Desirable

- The prospective candidate is expected to be dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors
- The prospective candidate must recognise the importance of the City Region's visitor economy and the positive impact it has on local communities
- A strong belief in the value of tourism will drive forward this commitment
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives
- A commitment to attending industry conferences, networking events, staying abreast of tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth
- A commitment to sustainability and sustainable working practices
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Desirable

- Working outside of traditional working hours

