Job Description

Job Title	Communications & Marketing Manager
Directorate	City Development
Service Area	City Halls
Grade	6
Competency Level	3
Salary	£36,581 - £41,177
Job Type	Hybrid
Location	City Halls/Cunard
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A8921

Job Purpose

City Halls provides a robust offer for a diverse event program, from weddings, corporate events, private events & civic events in each building to a wide range of ticketed performances in the Concert Room.

City Halls are seeking someone to support its ambition to raise consumer awareness of all its products and services in order to generate commercial revenue.

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You will be a highly motivated, creative individual with excellent digital marketing experience and a real passion for social media use in business, that stands out amongst our competitors,

Create and produce clear, compelling communications with strong calls to action, to help support the Transformation Plan, the Culture Change programme and the Council and City Plans.

Showcase compelling, creative, authentic content which boosts engagement across channels to drive next-level performance.

Produce purpose-driven content and engagement that embeds the Council's purpose, vision and values into strategies to motivate employees and deliver long-term engagement.

Directly Responsible For:

Digital Marketing Apprentice

Directly Responsible To:

Head of Venue Operations, City Halls

Main Areas of Responsibility:

Digital Marketing

- The Digital Marketing Manager will be a highly motivated and creative individual with an excellent level of digital marketing experience
- You will have a real passion for social media use in business, using digital media to maximise the exposure of the City Halls activity, continuously striving to find innovative ways to raise awareness and build excitement for these venues

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- You will share your passion for the events and activities with the target demographic, understanding what interests them and where and how to reach them
- You will have day to day responsibility for the creation of eye catching, engaging, vibrant and relevant marketing content across all platforms, in a consistent voice that reflects the profile of the City Halls
- You will continually develop and improve City Halls re-brand and websites, ensuring the content and function is maximised, with a view to securing additional sales and raising profile
- You will support the Venue & Event Teams to drive the growth of venue hire, ticket sales and event activity by developing a forward plan of at least 6 months for all digital & promotional marketing requirements
- You will capture video / images at events to use within social media and you will continually build a gallery of consented imagery & videography to use for City Halls marketing campaigns
- You will support the St Georges Hall Charitable Trust & Heritage team in the activation of their targeted fund-raising campaigns
- You will ensure the effective planning and delivery of the digital / social media activity across the City Halls portfolio, ensuring it is aligned with Culture Liverpool Digital activity when needed
- You will work with the City Halls Events Team to identify strategic alignments & partnerships to engage with eg Wedding websites, Convention websites, Convention Bureau, Philharmonic, Ticket Quarter etc
- You will utilise online analytics to optimise digital media campaigns, providing timely updates and reports for City Halls Managers & Venue Operations Teams

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Branding

- You will lead on the delivery of all Point of Sale material utilised within City Halls, working with Graphic Designers and Production / Installation Companies to ensure that all Point of Sale material is targeted, cost effective and meets with the brand guidelines
- You will lead on ensuring all brand guidelines within both City Halls venues are adhered to and deliver work-shops and training to the Venue Operations Team in order to build awareness of the importance of brand protection

Communications

- To support the Director of Communications in delivering effective internal communications for offline and online staff
- To support the team on external content and engagement when business needs require
- To create communication strategies which enable the delivery of agreed service objectives and outcomes
- To create high quality written material, concepts and advice, specifically articles, blogs, news releases and social media copy
- To create strong video with clear calls to actions for staff, elected members and stakeholders
- To create graphics to support key messages
- To carry out research as necessary in the support of communication outcomes
- To build relationships with the corporate management team, staff and local partners

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- Support the Council's consultations programme
- To provide challenge and innovative thinking that will ensure the delivery of key strategic outcomes
- To network externally in order to ensure that Liverpool City Council is kept abreast of the latest thinking and practice in internal communication and engagement and behaviour change

Supervision and Management Responsibility:

- To support any apprentice program linked with this area

Budget and Financial Responsibility:

- You will ensure that digital marketing forms a central role within City Halls, maximising opportunities that have no associated costs and reduce the need for print material, whilst still delivering key messages and communications to audiences
- 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:

- Whilst you may be allocated a primary place of work, there will be times where operational support is required across various City Council locations,

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venues and events that the portfolio is supporting on, therefore flexibility is essential

- On occasion, you maybe required to work flexibly across a 7 day week, including unsociable hours on evenings, weekends and bank holidays; this is dependent upon the profile of the activity being delivered

Corporate Responsibility:

- Contribute to the delivery of the Council 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
- Develop 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 **3.**

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.

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Person Specification

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

Qualification and training

Essential

- Degree, relevant qualification, or comparable experience communications (A,I)
- Qualifications/training that demonstrate computer literacy (A,I)
- A solid understanding of digital trends in the marketplace and the nuances of Google, SEO, Twitter, Facebook, Instagram, YouTube, LinkedIn, blogs etc (A,I)

Experience

Essential

- Experience of creating high performing digital marketing strategies & campaigns with measurable results (A,I)
- Experience of working with external suppliers and stakeholders eg Graphic Designers, Web Developers and Print companies (A,I)
- Experience of tracking/analysing results and then creating pro-active solutions to improve and enhance future results (A,I)
- Experience of managing shifting priorities and work streams in a busy and highly competitive venue and ticketing environment (A,I)
- Substantial experience of working in a comparable role in communications (A,I)

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Skills/Abilities

Essential

- The ability to apply advanced digital knowledge and best practice to day-to-day operations, events and commercial opportunities (A,I)
- The ability to forward plan at least 6 months ahead on a rolling basis for all marketing requirements (A,I)
- The ability to demonstrate creative flair alongside strong strategic and analytical skills (A,I)
- The ability to develop databases which may be utilised to promote City Assets programmes of activity and events (A,I)
- The ability to work to tight deadlines where quality and deadlines cannot be compromised (A,I)
- A skilful, effective communicator with the ability to produce press releases and creatively express both orally and in writing across all platforms, in ways that are appropriate, accurate and concise (A,I)
- Understanding of communications with employees (internal communications) (A,I)
- Ability to approach communications from a customer/audience perspective (A,I)
- A self-starter with a high level of initiative and the abilities to act independently (A,I)
- Professional experience in a newsroom, or related local government activity (A,I)

Commitment

Essential

- Commitment to quality and personal accountability in all areas of work (A,I)
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (I)
- An enthusiastic, self-motivated, positive and professional worker with an adaptable, flexible approach to work (A,I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council