

## Job Description

<b>Job Title</b>	Senior Marketing Manager
<b>Directorate</b>	Neighbourhoods and Housing
<b>Service Area</b>	Liverpool City Region Destination Partnership
<b>Grade</b>	8
<b>Competency Level</b>	2
<b>Salary</b>	£46,142 - £51,356
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not Applicable
<b>Job Evaluation Ref No</b>	A9969

## 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 Marketing Manager you will support the development of and lead the delivery of the Marketing Strategy through the development of tactical campaign plans designed to drive business growth, brand awareness and customer acquisition.

As part of this role, you will be responsible for overseeing the work of the campaign managers, ensuring marketing activity is delivered on time and on budget for Liverpool City Region Destination Partnership (LCRDP).

### **Directly Responsible For:**

Campaign Marketing Manager x 3.5

### **Directly Responsible To:**

Head of Marketing

### **Main Areas of Responsibility:**

- Support the development of the marketing strategy and lead the delivery of tactical campaigns designed to increase visitor numbers
- Collaboration with partners in our local authorities to support 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 marketing team and partner/ stakeholders for Liverpool City Region Destination Partnership (LCRDP)
- Support the delivery of the Destination Management Plan, the strategic framework for the visitor economy across the city region
- Manage marketing budgets effectively, ensuring that marketing efforts are cost-effective and deliver a strong return on investment
- Lead and mentor marketing campaign managers providing guidance and support to achieve team goals
- Manage team workflow to ensure appropriate distribution of campaign and project work across the team, utilising individual team strengths
- Act as first point of call for wider team briefings to ensure a managed and consistent approach to managing capacity within the team
- Work closely with the Digital team to develop and implement insight-led multi-channel strategic marketing campaigns to promote our destination, major events, travel trade and business events
- Create compelling messaging, identify target audiences, select appropriate marketing channels, and coordinate campaign activities working with the in-house design team and external agencies
- Collaborate with event organisers to develop and execute marketing strategies that drive attendance, enhance the event experience, and generate positive media coverage. This involves creating event-specific marketing materials, coordinating promotional activities, and leveraging partnerships to maximise event exposure
- Lead destination marketing campaigns to position LCR as a must-visit location for leisure and business travellers. Develop engaging content including videos, blogs, and social media campaigns, to showcase our destination's unique attractions, cultural heritage, and vibrant experiences
- Working with the digital marketing team, utilise digital marketing channels, including social media, email marketing, search engine optimisation (SEO), and pay-per-click (PPC) advertising, to reach target audiences effectively

- Collaborate with internal teams, external partners, and industry stakeholders to align marketing efforts and leverage collective resources
- Build strong relationships with event organisers, tourism operators, tourism officers across the boroughs, local businesses and community organisations to foster collaboration and support marketing initiatives
- Monitor and analyse the effectiveness of marketing campaigns using key performance indicators (KPIs) and analytics tools. Provide regular reports on campaign performance, identify areas for improvement, and make data-driven recommendations to optimise marketing strategies
- Managing marketing contracts and Service Level Agreements (SLAs), with external partners and stakeholders
- Collaborate with LCC, CA and borough partners to ensure consistency in brand messaging across all platforms
- Represent the company at industry events, conferences and trade shows as needed
- 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 marketing support
- Be prepared to undertake any duties or assist with other projects as directed

## **Supervision and Management Responsibility:**

- Campaign Marketing Manager x 3.5

## 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 £200k dependent on annual programme of activity and externally funded campaign 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

- 5 years' experience of working at a senior level within a Marketing Agency or as part of a similar team

## Experience

### Essential

- Proven track record of developing and executing successful multi-channel destination marketing campaigns (A/I)
- Ability to deliver campaigns which deliver strategic objectives (A/I)
- A city region wide approach that runs through all marketing activity to ensure appropriate representation of LCR (A/I)
- Strong experience of managing teams to foster an inclusive and motivated team approach, proficient in LCC HR processes and principles (A/I)
- Ability to manage external agencies such as creative and media buying (A/I)
- Experienced in managing budgets including forecasting and tracking spend (A/I)
- Experience of strategic planning across a complex organisation and effectively managing team resource and forward planning processes (A/I)



- An audience and insight-led approach to marketing with a demonstrable ability to adapt messages and methods and target specific groups (A/I)
- Brand management experience, from both a strategy and implementation perspective (A/I)

## Desirable

- Knowledge of LCC policy and procedures
- Ability to work at senior level, deputising experience

## Skills/Abilities

### Essential

- High level of organisational skills and attention to detail (A/I)
- Strong presentation skills (A/I)
- The ability to bring innovation and creativity to marketing programme development (A/I)
- A demonstrated ability to deliver results (A/I)
- The ability to orchestrate a wide spectrum of stakeholders (A/I)
- The ability to inspire others and draw the most out of participating stakeholders (A/I)
- The ability to work under pressure, meet strict deadlines and be responsive to changing priorities (A/I)
- An impressive knowledge of social and digital media channels and experience of utilising multi channels (A/I)
- Remarkable analytical skills to measure all marketing activity effectively (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)

- 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/I)
- Excellent written and verbal communication skills, with the ability to craft clear, engaging messages (A/I)
- Ability to manage multiple projects simultaneously and meet tight deadlines (A/I)
- Creative thinker with a proactive approach to problem-solving (A/I)

## Commitment

### Desirable

- The postholder will be 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

