THE BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK

JOB DESCRIPTION

JOB TITLE	B2B Marketing Lead
SERVICE AREA	Chief Executives
SECTION	Marketing Team, Communications, Marketing and Engagement Service
POST NUMBER	New

MAIN PURPOSE OF JOB

Lead marketing activities to grow the West Norfolk business economy and maximize income from the council's assets, with a specific focus on B2B promotion to attract inward investment, economic development and regeneration. To lead all marketing activities to promote West Norfolk for investment to audiences in key business sectors and to relevant public sector partner investors, both locally and nationally.

KEY AREAS

1. Lead on developing the B2B elements of the council's marketing strategy and contribute to the wider marketing strategy, working closely with internal service clients and the wider Communications, Marketing and Engagement Service.

2. Plan, deliver and evaluate the B2B elements of the marketing strategy effectively

3. Actively market specific investment opportunities in West Norfolk, including regeneration and redevelopment sites and commercial assets, working closely with service clients and commercial agents as needed.

4. Conceive, manage and deliver a rolling plan of innovative, creative and ongoing B2B marketing activity in support of council priorities

5. Conduct detailed research and analysis to gather audience insights in order to shape targeted and effective marketing campaigns and approaches

6. Co-ordinate marketing campaigns and promotions across digital and print channels aimed at business/investor audiences, including across websites and social media channels, ensuring information is kept up to date across channels.

7. Co-ordinate all B2B advertising, maintain investment prospectuses and build positive brand awareness West Norfolk as a destination for inward investment.

8. Work with service clients and external partners to develop new, innovative opportunities for promoting the borough to support the wider strategic aims of the Borough Council and priorities set out in the West Norfolk Economic Strategy.

9. Marketing the council as a strong place leader among Government and other key public sector partners/potential investors, building professional confidence in the council as a partner for investment.

10. Maintain up to date spreadsheets for all expenditure to ensure paid promotion and advertising activity remains within allocated budgets.

11. Ensure marketing materials are inclusive and accessible in line with best practice

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MAIN DUTIES

1. Develop and deliver the B2B elements of the marketing strategy within budgetary constraints, including (but not limited to) producing and distributing promotional materials, producing digital content and social media activity, staging investor events and liaison with businesses and stakeholder representatives.

2. Manage all marketing campaigns related to B2B audiences in target sectors, from planning through to evaluating their success.

3. Co-ordinating the inward investment marketing activity of West Norfolk including specific promotions, industry events and the routine administration, updating and uploading of information to the Borough's 'Invest West Norfolk' and 'King's Lynn Enterprise Park' websites/apps and social media.

4. Ensure that inward investment prospectuses for West Norfolk and materials for site-specific investment opportunities, whether online and offline, are kept up to date and highlight the local USPs

5. Work closely with client services in relation to inward investment promotional opportunities, developing promotional materials and the provision of services to potential investors in West Norfolk.

6. Liaise with internal service clients in order to build strong working relations and implement effective promotional campaigns and marketing activities.

7. Carry out effective evaluation of marketing activities, to support insight-led decision-making, drawing on a number of different metrics including stakeholder feedback to ensure objectives have been met and there is good return on investment.

8. Actively liaise and coordinate as necessary with other teams within the Communications, Marketing and Engagement Service.

9. Research target market sectors and build constructive professional relationships with key individuals in those sectors

10. Act as an ambassador for the borough

11. Deputise for the Senior Marketing Officer as required

12. Make decisions with regards to advertising and allocation of marketing spend on B2B campaigns, in line with the marketing strategy and campaign plans agreed by the Communications, Marketing and Engagement Manager.

13. Organise, set-up and staff information stands and materials at business engagement events and industry exhibitions, and perform other promotional tasks in conjunction with relevant service clients.

14. General administrative duties including assisting with the collation and analysis of statistical research results to assess the impact and value of place marketing activity and inform future marketing activities.

15. Act as an excellent ambassador for the council in all dealings with stakeholders at all levels ensuring professional and clear communication at all times.

16. Act as brand ambassador, ensuring the correct branding is used in the correct ways. Ensure all materials and content meet guidelines and adhere to the council's tone of voice, are consistent with council priorities, provide best value for residents and provide marketing guidance and advice to the whole organisation.

17. Responsible for ensuring that any information collected, recorded, analysed or reported whilst undertaking the duties of this post is reliable, accurate, timely and in accordance with the principles of the Council's data quality strategy.

18. Assist HR with recruitment marketing as necessary, promoting the council as a great place to progress your career, building the local government sector reputation of West Norfolk.

19. Produce regular communications via e-shots (both for 'business to business' and investor markets) and other promotional material including digital and social media content.

20. Liaise in with the Communications Team in relation to the coordination of public relations and media relations activities, such as press nights, event launches, photo calls, publicity stunts etc.

21. Keep up to date with progress and developments in the professional field of marketing

22. Responsibility for ensuring that any information collected, recorded, analysed or reported whilst undertaking the duties of this post is reliable, accurate, timely and in accordance with the principles of the Council's data quality strategy.

23. Any other duties relevant to the post as required by relevant Managers.

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PERSONAL SPECIFICATION

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ATTRIBUTES REQUIRED FOR THE SUCCESSFUL PERFORMANCE OF THE JOB

Knowledge

Essential
- Possession of a marketing degree or professional qualification
- At least three years' previous marketing experience
- Previous experience of B2B marketing
- Knowledge to provide advice to all sections of the council and contracted-out services on appropriate methods/approaches regarding marketing activities
- Experience of copywriting for a range of media channels
- Experience of planning and delivering marketing plans for projects
- Knowledge to carry out detailed research and analysis to gather audience insights to shape targeted and effective marketing campaigns and approaches
- Previous experience of developing materials to support marketing campaigns/projects/initiatives
- Previous experience of developing and maintaining marketing channels with stakeholders, both internally and externally, to support marketing projects
- Knowledge and experience of information technology and computerised systems, including Microsoft Teams and digital marketing platforms
- Knowledge and experience of creating online and print content for business audiences
- Experience of the preparation and control of budgets
- Experience of graphics/design services

Desirable
- Knowledge of the local area and target business sectors

Skills
Essential
- The ability to work on own initiative in an organised and methodical manner
- The ability to achieve high standards whilst working to tight deadlines and within budget
- Excellent interpersonal and negotiation skills
- Experience of collating and analysing data
- Experience of communicating effectively
- Ability to develop and deliver marketing plans effectively
- Ability to consistently apply, and advise others on the application of, corporate identity guidelines
- Ability to operate sensitively in a political environment while maintaining neutrality
- Ability to work collaboratively across teams and services, contributing positively to shared objectives

- The ability to communicate effectively at all levels, both orally and in writing, combined with good presentation and public speaking skills
- Experience of communicating effectively with businesses
- Excellent organisational skills
- Ability to achieve consistency by adopting a methodical and accurate approach
- Ability to prioritise workloads and work to tight deadlines
- High degree of attention to detail
- Computer literate
- A full current driving licence

Desirable
- Good influencing skills

Attitudes

- Ability to travel to different work locations across the borough with reasonable adjustments considered where relevant
- Delivers work to a high standard, ensuring accuracy, completeness and attention to detail
- Ability to work as a team member across service areas and contribute constructively to team objectives.
- A positive approach to problem solving
- A pleasant manner and the ability to demonstrate professional, respectful and courteous behaviour when interacting with colleagues, members and other stakeholders
- Ability to think creatively.
- Adaptable and co-operative approach to working arrangements and hours
- A pro-active approach and willingness to take on new challenges and initiate ideas.
- Takes responsibility for managing own workload and priorities with minimal supervision and sound judgement
- Demonstrates professional and respectful behaviour in all interactions and represents the council positively
- Approaches challenges with a constructive, solution-focused mindset
- Ability to show political sensitivity
- Awareness of diversity issues and works in a positive non-discriminatory way
- A diplomatic approach
- Conscientious and capable of working with minimal supervision.
- Ability to work as a team member and contribute constructively to team objectives.
- A positive approach to problem solving.
- A pleasant manner and the ability to deal with people at all levels.
- Ability to think creatively.
- Adaptable and co-operative approach to working arrangements and hours
- A pro-active approach and willingness to take on new challenges and initiate ideas.
- Self-motivated.

NB This post can involve some weekend and Bank Holiday working throughout the year (such as manning information stands at local business-related events where appropriate).