**JOB DESCRIPTION**

**Post Title:**  Place Marketing Manager

**Post Reference:**

**Grade:** N

**Responsible to:** Group Marketing & Communications Manager

## Job Purpose

To support the Tees Valley Combined Authority group as it builds and markets a compelling case to invest, visit, live and work in Tees Valley.

The role holder will deputise for the Group Marketing & Communications Manager and work on a wide range of campaigns across the group, playing an integral role in the development and execution of a programme of activities to market the region.

They will lead the delivery and implementation of Tees Valley’s destination marketing and development to inspire and attract potential visitors creating a step-change in the visitor economy. They will also develop the Teesside International Airport brand and associated marketing and communications activities.

The Tees Valley Combined Authority group includes the Tees Valley Combined Authority, Teesworks/South Tees Development Corporation and Teesside International Airport.

## Duties & Responsibilities

1. To assist the Group Marketing & Communications Manager in the dissemination of clear marketing and communication across the Tees Valley Combined Authority group
2. To lead on the delivery of the overarching destination marketing strategy for Tees Valley including accommodation and leisure businesses, attractions, experiences, landscape and nature to deliver measurable growth in the visitor economy
3. Manage the Senior Marketing Officer and the Digital Marketing Officer. Working under the supervision of the Group Marketing & Communications Manager, this will include recruitment, induction, delegation, supervision, quality standards, coaching, appraisal and performance management
4. To lead marketing activities for Teesside International Airport, including campaigns with external partners, brand development, and work collaboratively to inform and deliver improvements in customer experience at the airport
5. To play a key role in shaping and delivering strategic marketing within the group and in respect of the marketing of the wider Tees Valley region
6. To lead the engagement with key strategic partners and other stakeholders including airlines, airports, VisitBritain and VisitEngland in order to maximise opportunities for the promotion of Tees Valley and its products through partner channels, fostering and maintaining strong working relationships
7. To support and help to manage the delivery of a programme of activities to market the benefits of visiting, living, investing and working in Tees Valley, including through managing external agency support and budgets
8. To produce marketing plans and campaigns across the group, with clear KPIs, evaluation activities and budgets
9. To manage the creation of multimedia digital content for targeting businesses using social media channels including LinkedIn to engage online audiences and drive online traffic
10. To maintain a formal and informal network across the Combined Authority group to ensure that the Combined Authority’s Marketing and Communications team is up-to-date on activities, thereby ensuring that as far as possible all positive communication opportunities are exploited
11. To support the press function including writing news releases, handling media enquiries, preparing reactive comments, arranging photo calls and press briefings/conferences, and ensure that accurate, factually correct and timely information is provided to the public through media outlets and broadcasting organisations
12. To deputise for the Group Marketing & Communications Manager on all communications and marketing matters and, if required, to lead the team
13. To undertake personal training as may be deemed necessary to meet the duties and responsibilities of the post
14. To ensure compliance with Corporate Governance procedures, procurement regulations and the Data Protection Act
15. To work flexibly and undertake such other duties and responsibilities commensurate with the grading and nature of the post
16. To take reasonable care of your own health & safety and co-operate with management, so far as is necessary, to enable compliance with the authority’s health and safety rules and legislative requirements
17. This is a post which is politically restricted in accordance with the Local Government and Housing Act 1989