**JOB DESCRIPTION**

**Post Title:**  Senior Marketing Officer

**Post Reference:**

**Grade:** L

**Responsible to:** Business Marketing 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 support the Business Marketing Manager to deliver a wide range of campaigns across the group, supporting the development and execution of a programme of activities to market the region.

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

## Duties & Responsibilities

1. The development, production and maintenance of a complete range of marketing products and services including: direct marketing activity, literature, display material, websites etc
2. To support the delivery of the business marketing strategy for Tees Valley including the promotion of the opportunities for businesses to grow and move to Tees Valley
3. To create and maintain digital content for business to engage with the business community and promote the support available and opportunities in Tees Valley
4. To support marketing activities for Tees Valley Business and Invest Tees Valley, including multimedia campaigns, brand development and creating marketing plans
5. To maintain a formal and informal network across the Tees Valley Combined Authority group and with the five local authorities to ensure that the Marketing and Communications team is up to date on activities
6. To assist the Business Marketing Manager in the dissemination of clear Marketing & Communication
7. The procurement (where necessary) and management of market research to identify potential business growth sectors, and evaluate the impact of marketing in respect of awareness etc
8. Social media management using scheduling software and content creation working closely cross functionally to ensure key messages are effectively communicated
9. To deputise for the Business Marketing Manager
10. To undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post
11. To ensure compliance with Corporate Governance procedures, procurement regulations and the Data Protection Act
12. To work flexibly and undertake such other duties and responsibilities commensurate with the grading and nature of the post
13. 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
14. This is a post which is politically restricted in accordance with the Local Government and Housing Act 1989