

**Job Description**

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| **Department** | **CORPORATE RESOURCES** |
| **Job Title** | **PLACE BRAND MANAGER** |
| **Grade** | K (2 year fixed term) |
| **Primary Purpose of Job** | To lead the development and implementation of ambitious and innovative campaigns and ambassadorial programmes to help raise the profile of Bolton as a unique and distinct destination, driving economic growth and inward investment. |
| **Reporting To** | Head of Marketing, Communications and Commercial DevelopmentBolton Brand Board |
| **Direct Staffing Reports** | Project Teams |

**Main Duties**

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| **1** | Lead on the development and implementation of a comprehensive Place Brand Plan for Bolton, working collaboratively with key public and private sector organisations and community stakeholders, along with internal services, to encourage new visitors and businesses into the area. |
| **2** | Develop, plan and manage high profile campaigns to help raise awareness and position of Bolton across the full marketing mix, including online and traditional offline channels, and measuring and reporting on performance and impact. |
| **3** | Manage the development and implementation of a media strategy at a local, regional, national and international level and act as principal point of contact relating to place brand.  |
| **4** | Identity key markets and target audiences for Bolton’s key destination sites, commissioning and undertaking market research as appropriate to ensure marketing assets and messaging is targeted and impactful. Analyse market trends, demographics, competitors and other relevant information to influence overall positioning and delivery.  |
| **5** | Be responsible for securing and managing funding to support the development of the Bolton Place brand and associated activity and be accountable for the Bolton Place brand budget, in line with internal financial policies. |
| **6** | Develop relationships at a senior level across public and private sector organisations and community stakeholders to maintain ‘buy in’ into the Bolton Place brand. |
| **7** | Manage and develop a locally focussed ambassador network and programme to showcase Bolton and its offer, maximising all promotional opportunities. |
| **8** | Manage the work of consultants and contractors in relation to brand activities. |
| **9** | Monitor and report on the effectiveness of marketing communications. Track, collect and collate data (on & offline) as appropriate and prepare verbal / written reports, adjusting marketing campaigns and strategies in response to feedback. |
| **10** | Deputise for the Head of Marketing, Communications and Commercial Development, when required. |
| **Date Job Description prepared:** | **November 2024** |
| **Job Description prepared by:** | **Head of Marketing, Communications and Commercial Development** |

**Person Specification**

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| **Stage One** | Candidates who are care leavers, have a disability, are ex-armed forces or are a carer (see Carers-Charter-FINAL.pdf (gmhsc.org.uk) are guaranteed an interview if they meet the essential criteria for the role  |
| **The Minimum Essential Requirements for the above Post are as Follows:** | **Method of Assessment** |
| **1.** | **Skills and Knowledge** |
| 1. | Knowledge and understanding of current destination marketing, cultural tourism and regeneration/place-making approaches and policies | Application Form / Interview / Presentation |
| 2. | Full understanding of digital marketing and the channel mix including knowledge of digital trends, social media, visual channels and email etc. | Application Form / Interview |
| 3. | Significant knowledge of economic development, in particular inward investment. | Application Form / Interview |
| 4. | Have strong communication skills to be able to effectively communicate Bolton’s brand message to internal and external stakeholders. | Interview / Presentation |
| 5. | Good analytical skills to analyse data and metrics to measure the effectiveness of marketing campaigns. | Application Form |
| 6. | Good leadership skills to lead cross-functional teams and effectively communicate the council’s vision and goals. | Application Form / Interview |
| 7. | Be proficient in writing press releases, media articles, reports, social media content etc., that is clear and concise. | Application Form |
| 8. | Good budget management skills. | Application Form |
| 9. | **Competencies** – Please note the council’s corporate competencies, which are essential for all roles, are below in the Core Competencies section.  | Interview |
| **2. Experience/Qualifications/Training etc** |
| 1. | A recognised marketing qualification or at least three years’ experience of creating and delivering integrated marketing and communications campaigns in a complex political environment. | Application Form / Interview |
| 2. | Significant experience of developing and implementing brand and marketing strategies. | Application Form / Interview |
| 3. | Experience of developing senior partnership working with a variety of organisations to deliver shared objectives. | Interview |
| 4. | Evidence of engaging the community and complex stakeholder groups in the production and evaluation of integrated marketing and communications campaigns and delivery. | Application Form / Interview |
| **3. Work Related Circumstances** |
| 1. | All posts require the job holder to undertake mandatory training for the role and to regularly review their developmental needs in conjunction with their line manager. Development of our employees plays a key role in delivering our services | Interview |
| 2. | The Council has a framework of Values & Behaviours that guide our behaviour and decision making to help achieve our vision. All employees are expected to be mindful of these when undertaking their work. | Interview |
| 3. | This role requires the job holder to work outside of normal office hours, for example at evenings and weekends, to meet the needs of the service.  | Interview  |
| 4. | Posts that are designated as Information Asset Owners will be expected to lead and foster a culture that values, protects and uses information for the public good. They must know what information the asset holds, what enters and leaves it and why, being responsible for maintaining this overview within the Council’s Information Asset Register. The IAO will also need to know who has access and why and ensure their use of the asset is monitored and used for service delivery and performance management, understand and address risks to the asset and provide assurance to the SIRO/ DSIRO. Ultimately, the IAO must ensure the asset is fully used for the public good, including responding to access requests, audits and transparency /open data requests. | Interview |
| **STAGE TWO** | Will only be used in the event of a large number of applicants meeting the minimum essential requirements |
| **Additional Requirements** | **Method of Assessment** |
| **1. Skills and Knowledge** |
| 1. | A good understanding of Bolton as a place to visit and invest. | Application Form / Interview |
| 2. | A good understanding of issues facing local government and the way in which they operate. | Application Form / Interview |
| **2. Experience/Qualifications/Training etc** |
| 1. | Project management qualification or demonstrable experience of project management tools and techniques. | Application Form / Interview |
| 2. | Experience of working in a political environment. | Application Form / Interview |

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| **Date Person Specification prepared:** | **November 2024** |
| **Person Specification prepared by:** | **Head of Marketing, Communications and Commercial Development** |

**These core competencies are considered essential for all roles within Bolton Council. Please be prepared to be assessed on any of these during the interview process and, for the successful applicant, throughout the probationary period.**

**Developing Self & Others**

Promote a learning environment to embed a learning culture.  Support others to develop their skills and knowledge to fulfil their potential. Actively pursue your own development. Support and promote the principles of Investors in People.

**Civil Contingencies**

Bolton Council has a statutory duty under the Civil Contingencies Act to respond in the event of an emergency. If Bolton Council’s Emergency Management Plan is activated, you may be required to assist in maintaining key Council services and supporting the community.  This could require working outside of routine working hours and working from places other than your normal place of work.

**Equality & Diversity**

Uphold the principles of fairness and the Equality Act in all undertakings as a Bolton Council employee, including providing a fair, accessible service irrespective of customer’s race, religion, gender, sexuality, disability or age.

**Customer Care**

The ability to fully understand, assess and resolve the needs of all customers including those who present with complex situations, in a manner that respects dignity and expresses a caring & professional image.

**Health & Safety**

Take responsibility for the health and safety of yourself and others who may be affected by your acts or omissions, and comply with all health and safety legislation, policy and safe working practice, including participating in training activities necessary to your post.

**Data Protection and Confidentiality**

Ensure that any personal data or confidential data you hold is kept securely and is not disclosed, whether electronically, verbally or in writing, to any unauthorised third party. Follow Council policies and procedures on dealing with personal information and information assets, including The Code of Conduct, Data Protection, Acceptable Use and Information Security policies. Personal or confidential data should only be accessed or used for council purposes.

**Fluency Duty**

Should you be required, as a regular and intrinsic part of your role, to speak to members of the public in English, you must be able to converse at ease with customers and provide advice in accurate spoken English, as required byThe Immigration Act 2016.

**Working Hours**

The nature and demands of the role are not always predictable and there will be an expectation that work will be required outside of normal hours from time to time.

**Safeguarding**

This Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Should the role involve working with the above groups, you will be subject to an Enhanced Disclosure and Barred List check by the Disclosure & Barring Service.

**The values of an organisation are those key principles by which people are expected to work to day to day. They’re our culture and help define what is expected of each and every one of us**.





