

Job Description

Department	CORPORATE RESOURCES
Job Title	PLACE MARKETING MANAGER
Grade	J
Primary Purpose of Job	To enhance Bolton’s profile as a compelling place to work and invest, supporting the growth of the local economy and act as a central co-ordinator, relationship builder, and project lead for regeneration and growth related programmes.
Reporting To	Marketing Manager
Direct Staffing Reports	Project Teams where applicable

Main Duties

- 1 Plan and deliver appropriate communications and project plans, including any associated budget, relating to regeneration and growth, aimed at promoting development opportunities and enhancing the reputation of Bolton.
- 2 Work closely with the regeneration team to ensure the effective co-ordination of borough wide development sites, events, publications and other material to explain and promote the council’s regeneration activity.
- 3 Attend key regeneration meetings, networks and events, including with development partners and stakeholders playing an active role in the senior teams, to ensure the regeneration is programme maintains a high profile through successful communications activity.
- 4 Plan and commission external stakeholder engagement, developing marketing or social media campaigns, consultation and surveys and leading in core governance to communities through social media, exhibitions, public events and liaison with local groups.
- 5 Maintain strong relationships and continuously develop new contacts with key stakeholders and communications staff in partner organisations, to support the delivery and effective communication of regeneration and growth programmes.
- 6 Manage the effective management and co-ordination of key milestones and consultation activity to ensure residents are involved and included.
- 7 Support and advise senior staff as part of the process to agree key council strategies, programmes and projects and support with specific, relevant communication activity as required.
- 8 Act as main point of contact for partners, including industry bodies, councils, developers, and investors.

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March 2026

- 9** Playing an active role in the Service Management Team to ensure successful collaboration on key corporate communications activity, ensuring progress on regeneration plays an active part.
- 10** Lead the marketing and communications for all aspects including growth and regeneration, in a timely way ensuring that the council's and stakeholder's reputation and integrity is maintained.
- 11** Manage and monitor key performance indicators for the range of plans and programmes and providing reports and presentations to a range of audiences both internal and external.
- 12** Co-ordinate delivery teams ensuring tasks are clearly allocated and monitored.
- 13** As part of the Senior team in MCCD, manage the emergency response resources for the team, warning and informing and media management and produce business contingency plans as appropriate.

Date Job Description prepared:

March 2026

Job Description prepared by:

Head of Marketing, Communications and Commercial Development

Person Specification

Department **CORPORATE RESOURCES**

Job Title **PLACE MARKETING MANAGER**

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.	Demonstrable understanding and experience of developing and implementing communication campaigns, across a range of media to promote, educate, change perceptions, behaviours and to improve reputation.	Application Form / Interview
2.	Strong expertise in some or all of the following: branding, marketing, stakeholder engagement, digital, creative production and design.	Application Form / Interview
3.	Proven ability to manage complex projects to deadline with an innovative and independent approach.	Application Form / Interview / Presentation
4.	Knowledge of best practice on marketing and communications, using a mix of channels to support successful outcomes.	Application Form / Interview / Presentation
5.	Excellent communication skills, both verbal and written, demonstrating accuracy and attention to detail, and experience in keeping stakeholders informed and engaged.	Application Form / Interview
6.	Excellent copywriting and editorial skills and a high level of creativity.	Application Form / Interview
7.	Ability to use a range of ICT including Microsoft 365 and social media sites and applications.	Application Form / Interview
8.	Ability to manage delivery of value-added activity with clear outputs.	Application Form / Interview
9.	Ability to understand industry trends and opportunities and translate insight into practical recommendations.	Application Form / Interview / Presentation

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10.	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.	Experience delivering complex projects within economic development, visitor economy, regeneration, or investment-related environments.	Application Form / Interview
2.	Experience coordinating multi-stakeholder partnerships across business, public sector, and community sectors.	Application Form / Interview
3.	Experience producing high-quality written and verbal communication for senior stakeholders.	Application Form / Interview
4.	A degree in Business Management, Marketing, Economics, Finance, Accounting, Project Management or a related field.	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. You will be part of the service’s emergency response rota.	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.	An understanding of how local government works and current issues and challenges facing it.	Application Form / Interview
2. Experience/Qualifications/Training etc		
1.	Experience of working on similar regeneration / growth projects in a similar capacity.	Application Form / Interview

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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 by The 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.

Our Values:

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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.



Accountability

take responsibility for actions,
stand by decisions...

Determination

don't give up, remain positive and
open to new ideas...



Honesty and respect

be truthful, open, fair, treat others
how you want to be treated...



Making a difference

work to a high standard, provide a
quality service, keep it simple...

Working together

share knowledge, support,
collaborate for better outcomes...



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