

Role Profile

Role: Marketing Manager

Directorate: Customer and Growth

Salary Band: 6

Post reference:

Job Evaluation Date:

Role statement of purpose: To manage and deliver marketing campaigns across a number of owned and paid channels in order to achieve TfGM business objectives across revenue generation, safety and behaviour change.

Reports to: Senior Marketing Manager, BMDD

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions
1.	Well supported marketing planning across operational areas that deliver business objectives	• Manage and develop close working relationships across various operational areas to effectively plan marketing projects that are aligned to key objectives • Represent TfGM's marketing strategy and wider objectives to business areas and receive, manage and challenge marketing requests and briefs • Provide guidance and advice to colleagues on marketing expertise (creative/copy best practice, channel insights and audience targeting) to foster alignment and deliver marketing activity • Plan marketing budgets and other resources to ensure that projects are delivered on time, on brief and to a high quality • Support the development of effective marketing strategies with audience insights, messaging, channels, tactics and content planning that mitigate reputational risks and maximises reputational, revenue and behaviour change opportunities • Obtain approvals from necessary stakeholders on marketing plans
2.	Successfully delivered marketing campaigns through effective project management	• Lead and manage campaign delivery via project management tools and regular meetings with BMDD, working groups, external agencies and

		suppliers to ensure campaign deliverables are met on time and against brief • Lead and deliver clear communication via email, calls and/or meetings with BMDD teams, internal working groups, external agencies, suppliers, operational areas and stakeholders - building alignment between all parties and ensuring smooth flow of timely information • Direct, delegate and track key actions after meeting and keep parties accountable against key milestones • Write, review and present briefs for paid media, creative agencies, internal design, digital and production teams • Review responses to brief from partners and internal teams (including media plans, creative concepts, artwork and content ideas) to review against objectives, brand guidelines and business goals • Co-manage the team marketing budget, keeping track of costs and billing with raising of POs and confirming invoices • Build and manage channel plans, creative matrices, project timelines, supply sheets, status reports and other documents to ensure successful delivery • Supply creative to internal teams, print teams, agencies and media owners with trackable UTMs • Write, create and send targeted email marketing campaigns using internal e-marketing software Moosend
3.	Highly organised and greatly executed content and creative that delivers for marketing, the brand and the business	• Lead and facilitate creative discussions on concepts, tactics, channels and messaging through team brainstorms and working groups • Organise shoots with internal teams and external agencies to acquire content and creative including video production and photography • Manage production logistics by booking spaces, sourcing vehicles, recruiting volunteers/models/cast and assisting with RAMS forms and permits as necessary • Attend shoots and supporting with content capture against approved shot lists • Review content and creative against brand guidelines, campaign brief and business objectives

		Acquire approvals from key stakeholders on final content and creative
4.	Carefully monitored, analysed and optimised marketing activity against objectives and spend	- Leverage industry tools and internal reporting dashboards to effectively measure marketing performance by channel (Moosend, Google Analytics, Intelligence 22) - Analyse and export internal data sources (e.g. Tableau) to report against operational impact of marketing activity including ticket sales, revenue, patronage and more - Proactively and regularly feedback to the BMDD marketing team on marketing performance - Update reporting documents with marketing and operational data mid-campaign for stakeholder sharing - Challenge paid media agency on marketing performance, suggesting optimisations via spend reinvestment, adjusting creative or refining targeting to improve activity against targets where necessary - Commission and manage marketing research pre-campaign and post-campaign through dedicated agencies as necessary, reviewing reports and scrutinising insights - Write and deliver post-campaign analyses, incorporating various data sets and performance insight, and recommend learnings for future activity - Apply learnings to future marketing briefs for continual performance improvements - Keep up to date with marketing and channel trends
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all applicable organisational legislation and policy:	- TfGM Safety Management System (in particular section SMS 201 Roles and Responsibilities) - Bus Operator contractual management - Dignity at Work policy; - Information assurance and security in line with Cabinet Office requirements; - Risk management - TfGM policies and procedures - Equality and diversity legislation - TfGM Vision & Values

		Act in accordance with TfGM's behaviours and competencies
C2	Any other reasonable duties as required from time to time	

Key Interdependencies

Key Contacts	- Growth teams in Customer and Growth (Commercial and Brand, Marketing, Digital and Design teams) - Strategic Communications team - Partnerships and Engagement team - TfGM Heads of Services and Managers - External paid media agency, creative agencies and other suppliers on the Marketing and Communications Framework
Direct reports	N/A
Budgetary responsibility	Responsibility for the management of the budget for the function within agreed parameters.
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created Harry Reeve September 2026					

Marketing Manager (Knowledge, skills and experience required at selection stage)	
E	Essential Experience:
E1	Excellent written, spoken, presentation and language skills with a high level of attention to detail
E2	Experience of writing marketing, creative and paid media briefs for campaign delivery
E3	Experience of managing multiple campaigns/projects with competing priorities to tight deadlines
E4	Ability to lead projects and manage a wide array of relationships and stakeholders
E5	Knowledge of effective strategies across marketing channels with respective to optimising creative, messaging and/or targeting
E6	Experience of reporting against marketing performance data and turning these into future learnings
E7	Knowledge of digital approaches including intermediate level of experience of using Windows based packages, including Word, Excel and PowerPoint
D	Desirable experience:
D1	Experience of working with budget trackers, POs and/or invoices
D2	Experience working with designers and creative agencies
D3	Experience working in or with paid media agencies
D4	Experience of CRM channels such as Moosend including delivering and reporting e-marketing campaigns
D5	Knowledge of effective social media channels and social media trends
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	GCSE Grade C /Grade 4, or equivalent, in Mathematics and English
EA	Essential Attributes:
EA1	Able to demonstrate a passion for marketing
EA2	A clear understanding of the work programme and the contribution expected of you and your colleagues
EA3	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service
EA4	Confidence to highlight any issues and suggests solutions or new ideas
EA5	Personal behaviour that is in line with TfGM's statement of values and behaviours
EA6	Punctual and attentive
EA7	Pride in consistently delivering work to required standards