
Your job

Job Title: Marketing and Events Manager (Wigan Market)

Service: Town Centre & Markets

Grade: 8

Reporting to: Principal Venue Manager

Wigan Market at Fettle's is the new home of Wigan Market and the centrepiece of the town's regeneration. It is a market hall built for the way people use town centres now: independent traders and makers trading alongside the best of local street food, bars and a programme of events, open from the morning coffee run through to late evening trade on Thursday, Friday and Saturday.

Modern market halls give people lots of reasons to come back week after week, shopping, eating, seeing events and entertainment and taking part in a wide range of activities. This role leads the venue's marketing, events and activation programme. You will build the events calendar, shape the venue's voice online and tell the stories of the traders and businesses that make the market a destination for visitors across the borough and beyond.

This is a hands-on role: you will write the posts, take the photographs, book the acts, deliver the events and evaluate their impact, using insight and audience feedback to continually improve activity and engagement. If you want a marketing job where you can see the result of your work in a room full of people, this is it.

You will work closely with the Markets Content Creator, a role shared across Wigan Market at Fettle's and Leigh Market, helping to create a consistent voice while enabling ideas, expertise and best practice to be shared across both destinations.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

Be responsible for the development and delivery of Wigan Market at Fettle's marketing, communications and events programme, ensuring activity enhances the venue's reputation, increases footfall and customer engagement, and supports the commercial success of traders and the wider destination.

In the next 12 months, you will:

- Co-develop a marketing and event strategy with the Principal Venue Manager to create and sustain positive relationships with market stakeholders, including members, partners and the wider public.
- Create engaging content in a variety of formats, including video, photography, news articles, newsletters, and promotional materials to tell the story of Wigan Market's revival in new and creative ways to engage existing and new audiences.
- Develop a short, medium, and longer-term marketing strategy for Wigan Market at Fettle's, including budget plan recommendations for approval.
- Own and deliver the annual events, entertainment and activation calendar, from live music and seasonal markets to family programming.
- Work closely with traders and operators to promote their businesses, launches and offers as part of the venue's story.

- Present updates to the town centre board and provide regular reports to demonstrate impact and outcomes of communications and marketing activity on project objectives.
- Plan and manage event delivery end to end, including budgets, permissions, suppliers and post-event evaluation.
- Support the development and maintenance of websites, drafting content and delivering effective campaigns.
- Monitor and manage social channels, helping to build audiences and advising on appropriate channels and measuring engagement.
- Working closely with colleagues across the Council and neighbouring town centre destinations, you will help promote Fettle as a key part of Wigan's visitor, leisure and town centre offer.
- Develop a publicity and content schedule highlighting key dates and milestones, arranging photo opportunities and interviews where appropriate, working with both the local, national and specialist media outlet to generate interest and excitement.

On an ongoing basis you will:

- Play a key role in enhancing the reputation of Wigan Market at Fettle
- Ensure brand identity in all materials through consistent use of brand guidelines.
- Work with colleagues to develop a more in-depth understanding of our audiences.
- Work with external designers and photographers to deliver content, layout, design, and production of marketing collateral ensuring quality and appropriate tone.
- Utilise social media to deliver campaigns and key messages.
- Identify local influencers, supporting and empowering them to become brand ambassadors, helping to tell the story of Wigan in a positive and ambitious way.
- Utilise and enhance digital communication channels.
- Be an ambassador for Wigan Council in external forums.
- Coordinate and deliver events internally and externally. Be present for key events, which will mean some evening and weekend working.
- Develop video content for delivery.

- Monitor and evaluate marketing, event and audience performance metrics, including footfall, engagement, reach and attendance, using insights to inform future activity and maximise impact.
- Work collaboratively with colleagues responsible for neighbouring town centre assets and destinations to develop joint promotions, coordinated campaigns and events that support the wider success of Wigan town centre.
- Support the creation of content for stakeholder newsletters, marketing emails, blog posts and web content.
- Maintain the overarching content calendar and social media schedule, working collaboratively with colleagues and contributors.
- Assist with content and brand idea generation, planning, and creation of content.
- Understanding of SEO, providing copywriting and editorial support when necessary.
- Design and deliver high quality written and visual content for multiple target audiences - internal and external.
- Proactively identify and propose content opportunities that will drive brand awareness and engagement.
- Assist and, where possible, take ownership of specific projects and activities, running them through from brief to implementation.
- Manage a marketing budget for the venue.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need:

You must be able to demonstrate the following essential requirements:

- A relevant professional or academic qualification or demonstrable experience relevant to the job.
- A proven track record in providing first class marketing and events service for a venue, destination, town centre or hospitality business.
- Demonstrable experience of planning, creating, and delivering innovative marketing campaigns.
- Demonstrable experience of planning and delivering events.

- Demonstrable knowledge and confident use of digital and social media channels.
- Ability to conduct research for accurate customer intelligence and utilise in the planning and evaluation of campaigns.
- Demonstrable experience of campaign budget planning and budget monitoring.
- Experience of protecting and policing a corporate brand.
- Demonstrable experience of establishing and maintaining positive relationships with a range of stakeholders.
- Excellent written communication and the ability to write copy people actually read.
- A creative eye for design, photography and visual content.
- Ability to make decisions and resolve complex problems.
- Strong organisational skills, with the ability to run several events and campaigns at once.
- Flexibility to work evenings and weekends when the programme requires it.

Our Culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **TeamWigan** behaviours.

Be Positive	“ Take pride in all that you do and support and develop yourself and others. ”
Be Accountable	“ Be responsible for making things better, enabling change and supporting improvement. ”
Be Courageous	“ Be open to doing things differently and working collaboratively with others. ”
Be Kind	“ Be helpful, generous and thoughtful towards yourself and others. ”