



**Staffordshire**  
Chambers of  
Commerce.



**European Union**  
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# **Marketing Manager**

## **Full Time**

### **Recruitment Pack**

### **February 2019**



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At Staffordshire Chambers of Commerce, we believe that we can help all the people of Staffordshire to be more prosperous and have more opportunities, by helping businesses to belong to the Chamber and do things better. We take pride in delivering excellent services to our members and expect the highest standards from our employees.

## **Marketing Manager**

**Salary Circa £32000**

We have a fantastic opportunity for an enthusiastic and customer focused Marketing Manager to join our team. Based at our offices at Festival Park, Hanley and with a minimum three years' experience in a marketing role, you will be able to take a lead in developing and delivering an innovative communications strategy, whilst supporting and leading the team.

You must be hard working, an excellent team player with a positive attitude and the ability to use your initiative to develop, implement and evaluate the communications/marketing plan to build on the Chambers' reputation, attracting additional income and supporting the Chambers' role as a voice for business.

We offer an attractive benefits package, a rewarding role in a great team and good opportunities for personal development.

This is a full time role working Monday to Friday, a total of 35 hours per week.

Further information about Staffordshire Chambers of Commerce is available on our web site [www.staffordshirechambers.co.uk](http://www.staffordshirechambers.co.uk).

Closing date: **8/3/2019**



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## About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was borne out of a desire from businesses to meet together and trade and ensure that there was a voice for business and an organisation to represent their needs and deliver services to help them. We continue to deliver this role and have developed a wider relationship as part of the recognition of the contribution that the business community makes to economic and social success.

We provide the following services to support businesses start, grow and succeed.

**Business Support** – we are, at our heart, a membership organisation and believe that the best business support can come from the services we offer through our experienced staff. We have a range of member only services as well as funded programmes. We have developed specific membership offers to reflect our local economy in response to various sector groups in membership.

**Enterprise Support** – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business and industry. We have established a club specifically for fledgling businesses to help them get established and lead into membership of the Chambers.

**Trade** – we encourage international trade through our DIT programme and export documentation service as well as supporting local trading through exhibitions, events and lobbying for local procurement opportunities. We have launched a specific international trade membership offer.

**Training** – we have a comprehensive, business focussed programme of training to encourage the workforce to reach its full potential, and which can be delivered on our premises or in a business through a bespoke service. We are developing our offer through partnerships with the universities and FE colleges in the county.

**Events** - we organise over 150 events each year of varying scale and size. This supports and informs business, helps strengthen supply chains and informs the business community of funding, finance, legislation, opportunities and risks.

**Representation** – this is a service at the heart of Staffordshire Chambers and is largely to support members. We do take on issues that affect the whole business community and lobby at all levels of policy and decision making.



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## **Our Vision**

All employees of the Chamber are expected to contribute to our vision:

‘Staffordshire Chambers is here to help all the people of Staffordshire be more prosperous and have more opportunities, and we do this by helping business to belong to the Chambers and do things BETTER’.

## **Our Values**

Our vision is supported by a set of core values which define the standards and behaviours which are expected of all employees:

We are:

- **Bold**
  - We try new things
  - We are passionate about making a difference
  - We always put our members first
- **Excellent**
  - We achieve the highest standards
  - We seek to improve continuously
  - We are committed to equality of opportunity
- **Trusted**
  - We communicate well
  - We are consistent in our approach
  - We put colleagues and customers first
- **Team Focused**
  - We are an outstanding team
  - We are focused on achieving our vision
  - We respect and support each other
- **Ethical**
  - We represent our members professionally
  - We make a positive contribution to the community
  - We act with integrity
- **Responsive**
  - We are open to change
  - We respond positively to customer feedback
  - We maximise opportunities



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## Job Description

<b>Job Title:</b>	Marketing Manager
<b>Location:</b>	Staffordshire Chambers of Commerce

## Job Purpose

To take a lead in developing and delivering an innovative marketing strategy plan which supports the achievement of the Chambers' vision and strategic objectives, with a particular focus on driving income and membership and raising the Chambers' profile and reputation.

## Key Responsibilities:

1. To design and deliver an effective marketing strategy for the Chambers in line with the company core objectives, and with SMT agreement using members voices for story telling rather than information.
2. To manage the team to deliver agreed objectives and to support the departments of the Chambers' to increase income, increase membership, increase influence and keep all activities on time and on budget.
3. Ensure plans are delivered in a timely manner and that processes and procedures are very clear and support excellent execution and are part of the Chambers ISO processes.
4. Put in place effective metrics and reporting on all activities of the team to help with tracking, deadlines and keeping the rest of the Chambers' up to date with activity.
5. Manage the creation and delivery of all marketing material, across all channels ensuring delivery of key activity, in line with established marketing plans and what is needed to deliver the Chambers' objectives and to support the needs of projects and programmes.
6. Ensure all communications are delivered in line with the Chamber brand and are accurate at all times and help make the brand flexible and adaptable to the business needs.



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7. Oversee the maintenance and development of the Chambers website ensuring that all key content is up-to-date and timely, and review and report on core tracking metrics, SEO strategies and to ensure Google rankings are evaluated and improved.
8. Manage the delivery of key social media communications across the Chambers key social platforms and monitor and report performance against key KPI's ensuring focus on user engagement.
9. Monitor and manage the departments key KPI's including delegate attendance, revenue, profit, satisfaction and social media performance across all Chamber activities.
10. Report on the effectiveness of all marketing activities across all channels ensuring optimum performance is achieved, reviewed and improved.
11. Champion the Chambers' brand image, ensuring it is used to maximum effect to consistently to promote the organisation. Manage all brands to create a positive profile and ensure core brand values and imagery are consistently communicated through digital, printed and other media.
12. Represent the team and the Chambers at relevant internal and external meetings.
13. Deliver a strong PR programme around members news to highlight the Chambers' impact and the policy agenda to prove the Chambers as the voice of the private sector.
14. Keep up to date on new ideas and ways of communicating so the Chambers are seen as a leader in business.
15. Drive the development and use of FlightDeck and other IT solutions to ensure that the Chambers are effective, cost-efficient and timely in all our communications.
16. As an ambassador for the Chambers, attend events and forums, taking a proactive approach to gain intelligence about key issues affecting members and identifying how the Chamber may respond and to help monitor connections made between members.



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17. Play a proactive role in the delivery of specific Chamber projects when required, particularly those relating to the marketing agenda, and other requirements as necessary.
18. Be responsible for team training, appraisals and representation in Chambers activities.

#### **General requirements**

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to improve
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with the Chamber's culture, values, aims and objectives
- Act as a positive ambassador for the Chamber at all times when dealing with members or representing the business
- Positively contribute to the Chamber's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Undertake any other duties that may be required from time to time



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## Person Specification

<b>Job Title: Marketing Manager</b>		
<b>Criteria</b>	<b>Essential or Desirable</b>	<b>Method of Identification</b>
<p><b>Qualifications</b></p> <p>Experience (at least 3 years) in a marketing environment with some staff responsibilities.</p> <p>Qualifications in relevant field also preferred</p>	Essential	Application
<p><b>Proven Experience</b></p> <p>Experience of developing and implementing marketing plans</p> <p>Partnership working and relationship building experience</p> <p>Track record of achieving stretching targets</p> <p>Experience of working for a membership organisation</p> <p>Experience of producing quality marketing materials</p> <p>Experience of talking to businesses and understanding their issues and requirements</p> <p>Experience of attending business networking events</p> <p>Proven experience of working to targets and monitoring outcomes</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p>	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application</p> <p>Interview</p> <p>Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>



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<b>Knowledge, skills and abilities</b>		
Highly competent use of IT/CRM	Essential	Interview
Commitment to achieving the Chambers' vision	Essential	Interview
Able to contribute positively to the Chambers' BETTER values	Essential	Interview
Ability to work with internal and external customers/clients	Essential	Interview
Professional and friendly approach	Essential	Interview
Knowledge of contemporary marketing techniques	Essential	Interview
Entrepreneurial flair, able to identify good marketing opportunities	Essential	Interview
Good communication skills at all levels including influencing and negotiation	Essential	Application Form/Interview
Writing and editing skills	Essential	Interview
Able to monitor work outcomes to ensure targets are met	Essential	Interview
A credible ambassador for the Chamber, able to work with a range of others and adapt personal style accordingly	Essential	Interview
Able to work under pressure and achieve deadlines	Essential	Interview
<b>Other Attributes</b>		
Positive, and proactive approach	Essential	Interview
Desire to learn	Essential	Interview



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Leader & team player	Essential	Interview
Self-starter	Essential	Interview
Professional & discreet	Essential	Interview
Driver with own vehicle	Essential	Interview
Able to work flexibly including evenings and weekends at times	Essential	Interview
Good sense of humour	Essential	Interview



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## How to Apply

Please send your CV to Sandra O'Sullivan together with a supporting letter detailing how you meet the requirements of Marketing Manager and how you support the Chamber BETTER values.

Applications should be emailed or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke On Trent ST1 5BE

Closing date: **8/3/2019**

Thank you for your interest. We hope that this recruitment pack provides all the information you require, however if you have any queries, or would like to have an informal conversation about this role please contact **Sandra O'Sullivan on 01782 202222**

Staffordshire Chambers of Commerce is an equal opportunities employer

## Data Protection

Staffordshire Chambers of Commerce will use any data you provide in your application to assess your suitability for the position advertised. This data will not be further processed unless your application is successful.

All candidate information gathered through our recruitment campaigns will be protected and we will fulfill the requirements of the relevant legislation.

In the case of unsuccessful applicants, we will retain all relevant recruitment paperwork for a period of 12 months in case of any claim/dispute, after this time the paperwork will be destroyed by shredding or other confidential waste disposal methods.

Successful candidates will have their recruitment paperwork retained within personnel files and in line with our data retention schedule.

The Chamber will not use any form of automated processes in its recruitment decision making.

If you require any further information in relation to the protection of your data, please contact us using the details above or view our HR Privacy Policy at [www.staffordshirechambers.co.uk](http://www.staffordshirechambers.co.uk)



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## Equality and Diversity Monitoring

Staffordshire Chambers of Commerce is committed to equal opportunities and diversity in all its activities. It is determined that in its provision of services and as an employer it will ensure equality of opportunity for all, regardless of age, race, gender (including gender reassignment), disability, marital status, sexual orientation, or religion or personal belief.

To help us implement and monitor this policy please could you provide us with the following information:

### 1. Gender

Male       Female       Other

### 2. Disability

Do you consider yourself to have a disability?

Yes       No

If yes, please give brief details:

3. **Date of Birth**      ----/----/-----

### 4. Ethnic Origin

#### A White

British  
 Irish  
 Any other white background, please state

#### B Mixed

White and Black Caribbean  
 White and Black African  
 White and Asian  
 Any other mixed background, please state

#### C Asian, Asian British

Indian  
 Pakistani  
 Bangladeshi  
 Any other Asian background please state



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**D Black, Black British**

- Caribbean
- African
- Any other Black background, please state

**E Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh or other ethnic group**

- Chinese
- Any other background, please state

**5. Sexual Orientation**

- Bisexual
- Heterosexual
- Homosexual (Lesbian/Gay)
- Other

**6. Religion or Personal Belief (Please state)**

Thank you. This information will be kept separate from your application form and will be treated in the strictest confidence.