

Lancaster City Council - Job Description & Person Specification

Job Title:	Commercial Marketing & Tourism Manager	Grade:	GG511	Job Code:	LCC139
Service/Team:	Comms & Marketing / Marketing	Role Type: *Delete as appropriate	HYBRID	Reports to: *Title & LCC Code	Chief Officer – People & Policy
Line Manages: *Title/s & LCC Code	<ul style="list-style-type: none"> • Tourism Marketing Officer • Marketing Officer (UKSPF) 				

Job Overview & Summary Headings
<p>Overview</p> <p>A professional marketing and management role that will oversee and implement the place, destination, and commercial marketing elements of the service in line with the Council’s wider strategy and objectives. Manage a team of professional staff to deliver high-quality place initiatives that drive economic prosperity and quality of life, as well as a year-round destination and visitor experience in collaboration with key partners.</p>
Direct Responsibilities
<ul style="list-style-type: none"> • Manage and develop commercial marketing opportunities across the council and in collaboration with other services to drive new and existing revenues. • Manage and develop the visitor economy through effective marketing and promotions, working alongside other services and council partners. • Manage the marketing and promotion of all council run events across the district, including jointly run events with council partners to maximise economic impact. • Manage and implement Place marketing initiatives to drive local economic conditions and inward investment opportunities. • Manage the place and visitor economy budgets, including all council and jointly run events. • Work closely with economic partners, such as Marketing Lancashire, to develop opportunities for joined up approaches to drive the visitor economy and its events and attractions. • Provide professional marketing and support across all services for the development of commercial products and services. • Manage and oversee all digital content, including websites and social media channels. Ensure all content is timely and relevant and adds value to the council and district’s offer. • Day to day management of the professional Place and Marketing teams and other staff resources as appropriate, supporting and overseeing their work programmes and campaigns, ensuring they make effective use of all marketing tools and channels • At all times working closely with the communications team to ensure effective joined up approaches to all aspects of the council’s communications and marketing and events activity. • Ensure effective monitoring, measurement and reporting of the impact of the Place and visitor marketing work. • Represent the district on working groups and make presentations upon request, exercising discretion and effective decision-making, when required. • Manage the place and tourism photographic and video requirements, preparing, designing and overseeing briefs, ensuring the production of photography as required. • Plan and manage the annual advertising, direct marketing and events activity for the council, commissioning, or delegating commissioning responsibility as appropriate

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- Plan and manage the effective distribution of all council marketing publications, utilising electronic opportunities where appropriate
- Commission and co-ordinate with external marketing agencies on specific projects.
- Produce creative marketing materials from conception to implementation, including writing creative briefs, copywriting, attending exhibitions/roadshows, assisting with service and product development.
- Liaise with and manage suppliers of the above services and ensure that procurement standards and procedures are met.
- Be responsible for the project management and cope with/prioritise the fluctuating work demands of specific projects and campaigns.
- Manage the co-ordination of information for the specific allocated services for the internet and intranet.
- Generate a positive, favourable experience for department customers in a significant range of contexts and to foster strong, harmonious relationships with all clients.
- Carry out appraisals, identify training needs and deliver training as required.
- Uphold and advocate policies and procedures for all activities in the department

Primary Measurable Objectives

- Effective visitor marketing to drive economic impact of all tourism activities, festivals and events.
- Effective place marketing to drive economic impact of all council and district assets, encouraging inward investment and promoting quality of life, place of work, live, stay and play.
- Manage and implement commercial opportunities for the council, working with council services and partners.
- Increase engagement across all digital channels
- Manage marketing and tourism budgets within corporate guidelines and regulations.

Staff Management Responsibilities

- Direct responsibility for full line management of a team of professional marketing officers.
- Full management responsibilities including recruitment, appraisals, identifying training needs, managing absence and performance, 121's and disciplinary matters as required.
- To lead and manage significant marketing and tourism projects, taking a collaborative approach to delivering commercially successful outcomes in line with council and service objectives.
- Maintaining positive and beneficial relationships with members, external partners, media partners, contractors, and suppliers.
- Oversee and manage timely work projects in line with departmental and individual targets.
- Represent Lancaster City Council at public and partner events.

Person Specification

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Knowledge & Educational & n other requirements	Essential Criteria	Desirable Criteria	Assessed by: App Form, Interview, Certificate, Test, Other...
Specialised Qualifications & Training	Educated to degree level or equivalent in a relevant marketing or tourism qualification	Substantial business experience in a closely related field.	App Form, Interview, Certificate,
Experience	<p>Significant skills and experience across the full marketing spectrum, ideally with experience in place and visitor economy, brand management and events marketing</p> <p>Experience of brand management.</p> <p>Marketing/visitor economy analytics.</p> <p>Able to produce high level marketing strategies with a proven track record of their successful implementation.</p> <p>Experience of managing and allocating significant budgets and resources, able to monitor and evaluate the effectiveness of spend.</p> <p>Experience of generating sponsorship and income</p> <p>Experience of co-ordinating and planning the work of project teams and liaising with partner organisations on matters of mutual interest.</p> <p>A high level of customer service experience and stakeholder management.</p>		App Form, Interview
Job Related Skills & Knowledge & Abilities	<p>Demonstrate political awareness and understand the processes of local government and its internal and external customers/partners.</p> <p>Excellent creative and innovative copy writing skills</p>		App Form, Interview

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	<p>for all mediums, i.e. paper-based, electronic and face to face.</p> <p>Project management experience.</p> <p>Coaching/training and mentoring skills.</p> <p>Strategic thinking with industry knowledge.</p> <p>Digital marketing/ Social Media.</p> <p>PR writing.</p> <p>Knowledge of creative design software and applications.</p>		
Personal Attributes Including Interpersonal & Communication Skills	<p>Ability to communicate effectively, both verbally and in writing at all levels.</p> <p>Negotiation and persuasion skills.</p>		App Form, Interview
Special Requirements/Other	<p>A full current UK driving licence.</p>		App Form, Interview

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Additional information

Lancaster City Council Specific Knowledge

Once in post, demonstrate:

Understanding, implementation and adherence to Lancaster City Council's policies and procedures.

Understanding, implementation and adherence to Our Values.

Understanding of the post holder's own and their team's contribution to the Council's Corporate Plan.

General Statement

The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

Learning and Development

You are expected to undertake any training and development appropriate to the current and future needs of the post.

Health & Safety at Work

All members of staff are responsible for fulfilling their health and safety roles and responsibilities, as outlined in the Job Description above. It is the employee's responsibility to ensure that they are familiar with the Council's health and safety policy, procedures, work instructions and relevant risk or other health and safety assessments pertinent to their work tasks, and that they carry out their work tasks in accordance with the significant findings of such.

Equal Opportunities

Lancaster City Council is an Equal Opportunities employer and has equal opportunities policies with which you are expected to comply at all times. The City Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias.

Climate Emergency

You will be expected to conduct your work activities in a way that demonstrates understanding of, and alignment with the requirements of delivering the Council's response to the Climate Emergency.

Community Safety

Section 17 of the Crime and Disorder Act requires local authorities to consider the community safety implications of all their activities. Officers of Lancaster City Council should have an awareness of community safety and consider any community safety implications within their own area of responsibility.

Safeguarding

Lancaster City Council delivers a range of services and activities that impact on the lives of children both directly and indirectly. Safeguarding children, ensuring their welfare, safety and health is of paramount importance. We are committed to providing safe and supportive services that will give children the opportunities to achieve their full potential.

Employee Signature:		Print name:		Date:	
Manager Signature:		Print name:		Date:	