

## **Marketing and Communications Manager**

**Wednesbury**

**£35,000 per annum**

**Full Time, Permanent**

Midland Metro Ltd is a new company that is owned by the West Midlands Combined Authority. It is an inspiring time for Midland Metro Ltd as the Combined Authority delivers a £1.3 billion investment plan set to significantly expand the tram network, bringing even greater connectivity to people, places and business.

We have an exciting opportunity for a Marketing and Communications Manager to join our team at Midland Metro Limited, with proven experience in a similar role.

### **The Role**

As the Marketing and Communication Manager you will help us to deliver our Marketing Strategy and realise our ambitious growth plans, ensuring effective communications and engagement with customers and stakeholders to achieve our marketing objectives.

### **Key Responsibilities:**

- Lead and manage the day to day marketing activities
- Prepare marketing briefs and manage appointment agencies in their delivery
- Develop and manage the website and social media content
- Working with the Revenues Manager you'll deliver targeted campaigns such as special ticket promotions or new product or services
- Manage brand usage in line with guidelines
- Manage all printed communication such as timetables and fares guide
- Lead and manage the delivery of market research to inform, looking at potential offerings and future marketing opportunities

### **What you'll need:**

- Experience of working in a similar marketing role, preferably in a commercial service environment
- Project and campaign management experience
- Budget management experience
- Experience of managing agencies and various stakeholders to meet marketing objectives
- Experience of tracking and providing analytics to demonstrate the effectiveness and ROI of marketing campaigns
- Experience of utilising various digital channels in the delivery of marketing campaigns
- Ideally educated to degree level or equivalent in Marketing or relevant subject, or have demonstrable experience in the field

### **Benefits**

**What do we offer in return?**

- Flexible working hours.
- 25 days holiday, plus bank holidays.
- Pension & life insurance
- Discounted gym membership.
- Competitive salary depending on relevant experience and working arrangements
- Free travel on West Midlands Metro tram and National Express bus services for you and your partner

### **Questions**

Do you have experience of working within a similar senior marketing role? Y/N

If yes, please detail experience:

Do you have experience of the below?

- Project and campaign management experience
- Digital marketing experience
- Budget management experience
- Experience of managing agencies
- Experience of tracking and providing analytics on marketing campaigns

Please detail relevant qualification:

Please state your current notice period:

Are you interested? Please apply with your CV along with a cover letter; we'd love to hear from you.

**Closing date: 29<sup>th</sup> March**

**Interviews planned: 7<sup>th</sup> & 8<sup>th</sup> April**