

Midland Metro Limited (MML) – Marketing and Communications Manager

Post Title:	Marketing and Communications Manager
Department:	Business Transformation
Location:	Metro Centre, Wednesbury
Reporting to:	Head of Business Transformation
Direct Reports:	0
Role Purpose:	To develop and deliver Midland Metro Limited's (MML's) Marketing plan ensuring effective communications and engagement with MML's customers and wider stakeholders to achieve the marketing objectives.
Role Responsibilities:	<ul style="list-style-type: none"> • Develop and deliver a marketing plan to achieve high levels of measurable growth in patronage, revenues and customer satisfaction • Lead and manage day to day marketing activities in delivery of the marketing plan • Develop communication and engagement initiatives and manage marketing campaigns across different medium such as print, broadcast and online platforms • Prepare marketing briefs and manage appointed agencies in their delivery • Manage full creative process when working with external design agencies to create innovative designs for campaigns. • Develop and manage website and social media content using appropriate systems • Work with the Revenues Manager to deliver targeted campaigns such as special ticket promotions and the introduction of new products or sales channels • Manage use of the MML brand in accordance with the branding guidelines • Manage at stop signage - branding and information • Manage all printed customer information such as the timetable and fares guide • Support internal and external relationships as well as partnership networks to identify and capitalise on positive publicity opportunities • Lead and manage the delivery of market research to inform MML's offering and future marketing activities • Analyse, evaluate and report on performance of marketing activities and spend

	<ul style="list-style-type: none"> • Collaborate with the West Midlands Combined Authority, Transport for West Midlands and other stakeholders to ensure a coordinated approach in the development of the marketing plan and effective delivery • Manage the marketing budget in accordance with MML's Financial Regulations • Represent MML at events, exhibitions, conferences • Support MML's internal engagement activities such as managing creative for internal communications and supporting staff events • There may be a requirement to be on call or work outside of office hours at times
Training:	<ul style="list-style-type: none"> • To undertake budget management training and responsibilities in line with MML's Financial Regulations where required. • To undertake training on relevant social media platforms (as applicable)
Health & Safety:	<ul style="list-style-type: none"> • All employees have a duty to take reasonable care for the health and safety of themselves and of the other persons who may be affected by their acts and omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.
Decision Making Authority:	<ul style="list-style-type: none"> • To undertake budgetary decisions in line with MML's financial regulations
People Management:	<ul style="list-style-type: none"> • No direct reports • Management of appointed agencies in the delivery of the marketing plan
Legislation & Compliance:	<ul style="list-style-type: none"> • In common with the whole rail industry, the successful applicant will be required to pass a stringent drugs and alcohol test. • To ensure compliance with GDPR in the management of customer data

Person Specification – Marketing and Communications Manager

Tasks:	Level of Experience	Desirable Or Essential
Work Experience:	<ul style="list-style-type: none"> • Marketing experience preferably in a commercial service environment • Skills and experience in project and campaign management and ability to grasp new communication tools • Experience of using digital channels in delivery of marketing campaigns • A track record in creative thinking in the development and implementation of new marketing initiatives • Experience of managing agencies and working with wider stakeholders to meet marketing objectives • Experience of managing budgets • Experience of tracking and providing analytics to demonstrate the effectiveness and ROI of campaigns 	Essential
Education:	<ul style="list-style-type: none"> • Educated to Degree level or equivalent experience • Knowledge and understanding of social media platforms • Some form of accredited Marketing or Communications qualification 	Desirable
Managing People:	<ul style="list-style-type: none"> • Able to work with other departments within the Company, agencies and partners in the delivery of the marketing plan. 	Essential
Communication:	<ul style="list-style-type: none"> • Excellent ability to communicate (verbal and written) and influence credibly and effectively, to customers and wider stakeholders 	Essential
Personal Attributes:	<ul style="list-style-type: none"> • Self-starter, with great organisational skills and ability to multi-task • Enjoys developing new relationships and working as part of a team • Good attention to detail • Excellent communication and interpersonal skills to collaborate with internal and external stakeholders in a diplomatic and professional manner • Ability to prioritise own workload effectively when working to tight timescales • Possess enthusiasm and creative flair. • A good level of IT skills, including proficiency in the use of Powerpoint, Word and Excel 	Essential

	<ul style="list-style-type: none"> • Knowledge of industry standard marketing plan structures with experience of adapting to specific campaigns 	
Driving through Change:	<ul style="list-style-type: none"> • To be a responsible team member and contribute your ideas for continuous improvement through the correct forums 	Essential
Drugs & Alcohol	<ul style="list-style-type: none"> • To undertake drugs and alcohol testing in line with current company procedures and policy. 	Essential