

**Midland Metro Limited (MML) – Marketing and Communications Manager**

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

	<ul style="list-style-type: none"> <li>• 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</li> <li>• Manage the marketing budget in accordance with MML's Financial Regulations</li> <li>• Represent MML at events, exhibitions, conferences</li> <li>• Support MML's internal engagement activities such as managing creative for internal communications and supporting staff events</li> <li>• There may be a requirement to be on call or work outside of office hours at times</li> </ul>
<b>Training:</b>	<ul style="list-style-type: none"> <li>• To undertake budget management training and responsibilities in line with MML's Financial Regulations where required.</li> <li>• To undertake training on relevant social media platforms (as applicable)</li> </ul>
<b>Health &amp; Safety:</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Decision Making Authority:</b>	<ul style="list-style-type: none"> <li>• To undertake budgetary decisions in line with MML's financial regulations</li> </ul>
<b>People Management:</b>	<ul style="list-style-type: none"> <li>• No direct reports</li> <li>• Management of appointed agencies in the delivery of the marketing plan</li> </ul>
<b>Legislation &amp; Compliance:</b>	<ul style="list-style-type: none"> <li>• In common with the whole rail industry, the successful applicant will be required to pass a stringent drugs and alcohol test.</li> <li>• To ensure compliance with GDPR in the management of customer data</li> </ul>

**Person Specification – Marketing and Communications Manager**

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

<b>Driving through Change:</b>	<ul style="list-style-type: none"><li>• To be a responsible team member and contribute your ideas for continuous improvement through the correct forums</li></ul>	Essential
<b>Drugs &amp; Alcohol</b>	<ul style="list-style-type: none"><li>• To undertake drugs and alcohol testing in line with current company procedures and policy.</li></ul>	Essential