

<b>Role</b>	<b>Marketing &amp; Communications Manager</b>
<b>Lead by</b>	Chief Operating Officer
<b>Leader to</b>	Marketing Executive
<b>Location</b>	Norwich Office – with ad hoc hybrid, as needed
<b>Contract</b>	Permanent / Full Time (37.5hrs per week)

## Role Overview

Our mission is to connect, support and give voice to every business in Norfolk. We have over 600 members ranging from sole traders through to multi-national corporations in every sector imaginable. Whilst our members reflect a percentage of the overall Norfolk business community, the Chambers' reach *beyond* our membership is extensive and growing.

We are looking for our next Marketing superhero to lead the charge on all-things marketing and communications. Strategy development, campaigns, website, social media and press will all be yours to develop and deliver in support of our ambitious 5-year growth plan.

## Key Responsibilities

- Develop and own the marketing and communications strategy that will position the Chambers as the voice of business in Norfolk
- Build brand awareness and engagement across all our platforms and proactively explore new channels, methodologies and best practice to keep us relevant.
- Working in close collaboration with our Customer Experience, Events and International Trade Teams and alongside the Digital Creative Manager to drive membership growth, retention, and event attendance.
- Create compelling campaigns that connect with our members and potential members, drive traffic to our website and social media whilst increasing the occupancy of our Business Hub co-working space in collaboration with the Business Hub Manager.
- Support the ongoing evolution of our bespoke digital CRM and customer platform with targeted campaigning.
- Amplify the Chambers' policy voice by working with the Senior Management Team (SMT) on proactive and reactive stakeholder engagement including via the British Chambers of Commerce (BCC) and our role in the Chambers East partnership.

### You will be accountable for:

- The operational delivery of the marketing strategy, measured against agreed KPIs
- Line management, ongoing development and mentorship of the Marketing Executive.
- Segmenting audiences and devising communication in support of our mission
- Marketing of events, membership campaigning and growth in digital engagement
- Success of targeted email marketing that is bespoke and relevant to our membership
- Analysis of success measures and regular reporting to SMT

## Role Specification

<b>Experience</b>	
<b>Essential</b>	<b>Desirable</b>
Strong, recent experience in a leadership role in commercial, multi-channel marketing role, marketing or creative agency	
Strategic communications planning experience developed through several years aligning comprehensive MarComms strategies to wider business growth plans	
Experience with digital CRMs and managing web projects.	
Segmenting a diverse and evolving audience, and deploying campaigns accordingly	
Building campaigns and delivering across multiple channels to a business audience	Experience of working in a not-for-profit membership organisation
<b>Knowledge</b>	
<b>Essential</b>	<b>Desirable</b>
Deep understanding of SEO, analytics, insight analysis and reporting	
Broad knowledge of digital marketing and media landscape, trends and opportunities	
Knowledge of the business community and the issues/opportunities they face	Working knowledge of relevant policy environment e.g. business, trade, infrastructure, economy
<b>Skills (...and soft skills)</b>	
<b>Essential</b>	<b>Desirable</b>
Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and deliver results	
Proficient in social media and web platforms, Wordpress, analytics, open-source design tools and MS Office software	
Data-driven, analytical and able to prioritise and focus on the key deliverables to drive success.	
Excellent communication, presentation and time management skills with the ability to handle multiple priorities simultaneously and manage expectations.	
Strong people skills. We love having a great place to work. You'll be easy to get on with, confident and authoritative. Your personable nature and approachability will help build strong relationships both internally and externally.	
Comfortable with change and a fast-paced environment where things move quickly.	A good sense of humour!