



JOB DESCRIPTION

Role	Marketing and Communications Lead
Reports to	Public Affairs and Stakeholder Engagement Manager UKSPF Sen. Programme Manager (dotted line)
Directorates	Chief Executive's Office
Department	Comms / Skills
Grade	10

Job Purpose

The Cambridgeshire & Peterborough Combined Authority supports a region that is unique in its contrasts. Working alongside our rich variety of employer, education, and community partners, the CPCA's Skills team helps to grow a world-class workforce for a world class region, at the same time as supporting the learning needs and aspirations of residents from some of the least advantaged areas of the UK.

We're looking to recruit an outstandingly innovative Marketing and Communications Lead who can connect us with all our many learners with all their different needs and ambitions. At the heart of the role is designing and then delivering a digital strategy which inspires our residents to learn and keep on learning. We also love connecting with people in the places they live and work - so this role is perfect if you're inspired by designing creative ways to engage with individuals and communities face to face.

This is a job for someone with a deep sense of public purpose and who comes to work to make a difference. It also requires sensitive leadership skills to bring together our wide variety of partners and communities of interest. What we do at the Combined Authority changes lives, and we are trusted with the stewardship of public money to unlock all the rich potential in our people. We feel privileged to take on this responsibility and we'd love you to hear from you if you share our passion for making Cambridgeshire and Peterborough a brilliant place to live, work and play.

Key Responsibilities

- Design, develop and implement an agile and differentiated Digital Communications Strategy which inspires all our learners and audiences.
- Deliver a best-in-class user experience which guarantees an end-to-end and engaging user journey.
- Work collaboratively with internal and external experts to develop high quality content, that can be differentiated to meet the needs of a wide range of audiences and channels.
- Produce, communicate, and manage multimedia schedules, integrating the website, email, SEM, PPC, SEO, digital adverts, and social media.
- Create and manage a wide range of digital content including video, articles, photography, social media posts, infographics etc. in conjunction with internal resource and agencies.



- Develop a range of best practice digital communication processes and procedures, and act as the digital gatekeeper across the portfolio, ensuring that staff have the relevant tools and templates.
- Tag, track, optimise and provide digital analytics for all paid for and organic campaigns, including conversion rates, engagement, and ROI.
- Develop and maintain the email database and implement a programme of regular communications through innovative promotional and incentive schemes to support retention strategies.
- To ensure compliance with GDPR in the management of customer data
- Manage and monitor delegated campaign budgets as required.

Person Specification

BEHAVIOURS

- An inspiring leader and supportive team player who gives much more than takes.
- Passionate about making a difference.
- A trusted colleague
- Lives and breathes the highest standards of integrity.
- Able to see the big picture and cares about the detail.
- A great organiser
- Works comfortably across boundaries and can handle ambiguity.

KNOWLEDGE & SKILLS

- Digital Communications and Marketing
- Best-in-class User Experience
- Data Management
- Digital Analytics
- Digital Content Creation
- Growing a user database and maintaining regular communications
- Experience using a CRM system (Hubspot or similar)
- Able to use content management systems

EXPERIENCE

- Leading the design and delivery of a successful Digital Communications strategy
- Leading the delivery of projects and evaluating outcomes
- Creating innovative plans which bring to life strategic objectives.
- Planning and executing inspiring social media campaigns.
- Using computer-based information systems.
- Maintaining and updating websites, blogs and social media channels.