

Marketing Manager

Department:	Cabinet Office	
Section:	Communications	
Reports to:	Head of Marketing and Campaigns	
JE Ref:	CB1049	
Grade:	CS 10	JE Date: 27.06.2024

Job purpose

The Marketing Manager will oversee owned, earned (free publicity), and paid-for marketing activities for key government initiatives. The Marketing Manager will play a crucial role in creating, managing, and executing marketing initiatives that effectively communicate government programs, services, and initiatives to the public. This role ensures that all marketing efforts are aligned with the government's overall goals and brand guidelines, optimising the marketing mix and identifying new opportunities to reach target audiences effectively. Additionally, they must foster collaboration with stakeholders and oversee teams to ensure the successful implementation of marketing strategies.

Job specific outcomes

- Develop and implementing marketing strategies for government key initiatives that align with the organisation's goals and objectives.
- Plan and executing marketing campaigns across different channels, such as digital marketing, advertising, social media, content marketing, and public relations. The marketing manager is accountable for the successful implementation and coordination of these campaigns.
- Manage the marketing budget effectively, allocating resources appropriately, and ensuring that marketing activities are executed within the allocated budget. This involves tracking expenses, monitoring return on investment (ROI), and making budgetary adjustments as needed.
- Monitor brand messaging, visual identity, and brand guidelines are implemented across all marketing materials and touchpoints.
- Track and analysing campaign performance and making data-driven adjustments to optimise marketing efforts.
- Ensure adherence to established processes and best practices is crucial. You will review and validate that these protocols are followed.
- Provide accurate cost estimates, quotations and supplier payments for projects and monitor budgets to ensure that financial resources are effectively managed throughout the campaign process.
- Remain up to date with industry trends, consumer behaviour, emerging marketing technologies, and competitive landscape to identify new opportunities and innovative marketing approaches.
- Contribute to forward planning by actively participating in the campaign planning and forward look. This includes collaborating with the team to plan and organise future projects, ensuring a smooth workflow and efficient resource allocation.
- Foster and maintain relationships with key stakeholders, such as clients, partners, media outlets, and community influencers. The Marketing Manager is accountable for cultivating positive relationships and representing the organisation professionally.

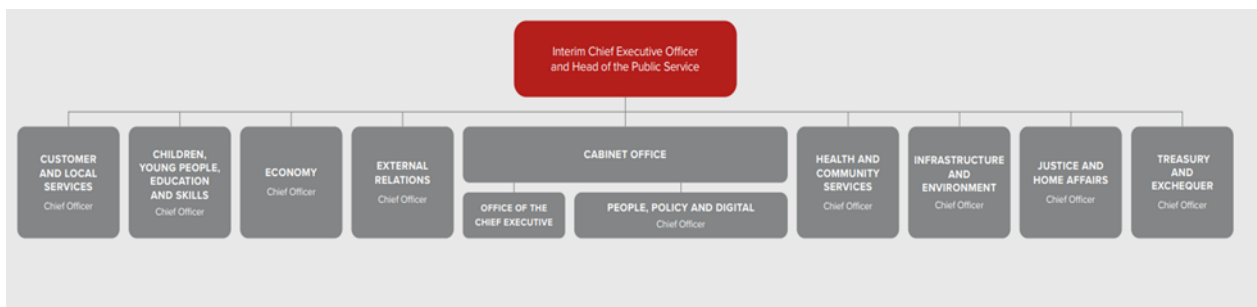
- Assist with crisis communications. In times of crisis or sensitive situations, you will provide support within the Communications Directorate.

Statutory responsibilities

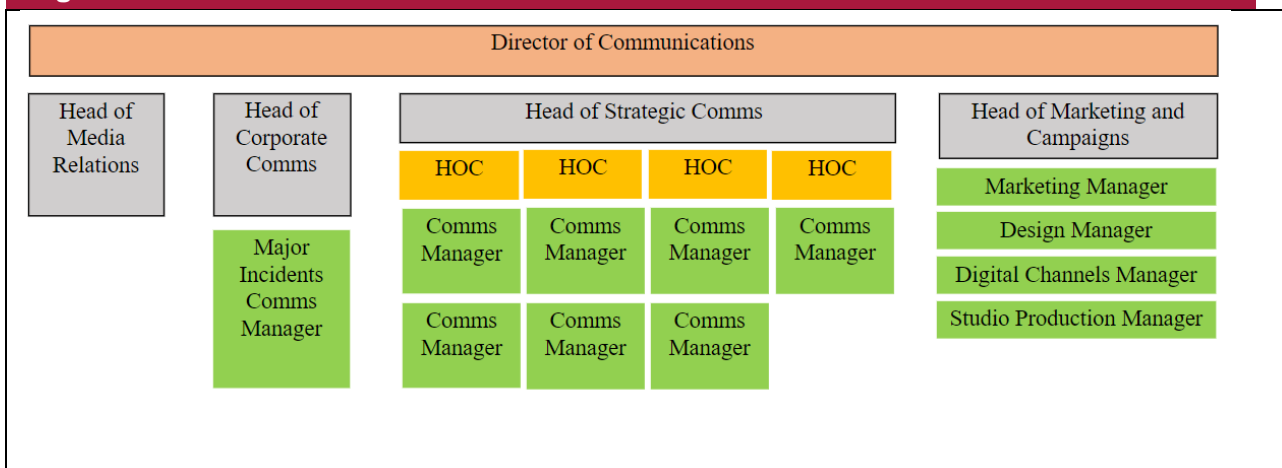
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

This role is politically restricted. The jobholder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure



Organisation chart



Person Specification

Specific to the role

<p>Qualifications</p> <p><i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>A level 5 qualification in marketing, communications, or a related field OR equivalent 5 years relevant work experience in Marketing or Communications,</p>	<p>Experience of working in an advertising agency or freelancing</p>
<p>Knowledge</p> <p><i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>A strong knowledge of marketing principles, strategies, and best practices is essential. This includes understanding market research, consumer behaviour, branding, digital marketing, advertising, and PR.</p> <p>Possess excellent strategic thinking and planning skills. Ability to develop comprehensive marketing strategies aligned with business objectives and have the ability to analyse market trends' activities.</p> <p>Proficiency in project management processes, to plan, organise, and track marketing projects and campaigns effectively.</p>	<p>Strong written and verbal communication skills, including the ability to create persuasive and engaging marketing content. This includes writing compelling copy for advertisements, website content, social media posts, and email campaigns.</p> <p>Basic design skills using graphic design software such as Adobe/Canva</p> <p>Knowledge of public sector communications.</p>
<p>Technical / Work-based Skills</p> <p><i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Leadership skills - the ability to delegate tasks, provide guidance, and foster collaboration are important for success in this role.</p> <p>Excellent written and verbal communication skills - to convey</p>	<p>Ability to analyse marketing data, interpret results, and draw actionable insights. Skills in using spreadsheet software (e.g., Microsoft Excel, Google Sheets).</p>

	<p>marketing messages effectively and engage with target audiences.</p> <p>Outstanding problem-solving skills - in order to identify issues and develop solutions to overcome them.</p>	
<p>General Skills/Attributes</p> <p><i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>The ability to think creatively and generate innovative ideas for marketing campaigns, content, and strategies.</p> <p>Project management skills to organise and prioritise design tasks, meet deadlines, and manage multiple projects simultaneously.</p> <p>Being able to approach challenges from different angles and find unique solutions is essential.</p> <p>It is essential to embrace change and adapt to evolving market trends, consumer preferences, and technological advancements.</p> <p>Able to manage budget effectively by quoting, recharging and paying invoices accurately and efficiently.</p>	<p>Outstanding problem-solving skills - in order to identify issues and develop solutions to overcome them.</p>
<p>Experience</p> <p><i>This is the proven record of experience and achievement in a field, profession or specialism.</i></p> <p><i>This could include a minimum period of experience in a defined area of work if required by an external body (for</i></p>	<p>Over 5 years' experience of working in marketing.</p> <p>Experience in executing marketing campaigns across various channels, such as digital marketing, social media, email</p>	<p>An interest in government and experience of working in the public sector.</p>

<p><i>example a period of post-qualification experience).</i></p>	<p>marketing, content creation, and advertising.</p> <p>This includes hands-on experience with campaign implementation, content management, and coordinating marketing activities.</p>	
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Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities, attributes and behaviour indicators