

Business Services Marketing Executive

Salary: £35,000-£40,000 per annum (depending on experience) + 25 days holiday + bank holidays + 6% emp pension

Hours: 37.5 hours per week, Monday to Friday, 9.00 – 17.00. Flexible working applications would be welcome.

Contract Type: This contract will initially be until 31 March 2024, extension will be subject to continued government funding.

Reports to: Communications Manager, working closely with the Growth Hub Manager

Recruitment timetable:

Closing date:	Vacancy will close once a suitable candidate has been confirmed.
Interview date:	To be confirmed on application on a first come first serve basis
Start date:	As soon as possible

Job Summary

- Responsible for the planning, activating and delivery of marketing-communications for SEMLEP’s business-facing services and projects, ensuring that clear and engaging marketing content is created, delivered and measured effectively to maximise the profile of the service and programmes.
- Managing marketing budgets allocated to the Growth Hub, in conjunction with the budget holders and Communications Manager.

Key Responsibilities:

- Developing integrated marketing-communications plans for SEMLEP’s key business services and programmes.
- Carrying out necessary primary and desk research to gather audience insights to determine appropriate marketing and campaign activities to successfully engage target audiences.
- Delivering campaigns, monitoring and measuring success in line with agreed objectives, funding requirements, plans and to budget.
- Supporting colleagues to develop new service innovation, using service client and market insights and creative marketing strategy.
- Developing and delivering a business services content strategy, writing compelling marketing copy and producing creative content for campaigns.
- Taking responsibility for managing SEMLEP’s sub-brand SEMLEP’s Growth Hub communications channels, such as its social media channels, newsletter and website, working alongside SEMLEP’s Communications Manager to ensure consistency and coordination with SEMLEP’s corporate communications objectives.
- Sourcing and managing sponsored editorial and advertising opportunities in relevant media.
- Working with Growth Hub and wider business services colleagues to promote and profile business events.
- To maintain accurate records of marketing budgets and expenditure in line with project requirements and report as appropriate to budget holders.
- Ensuring that all marketing activity undertaken by SEMLEP’s business services and delivery partners is compliant with all relevant funding requirements.
- Developing effective working relationships with internal teams and delivery partners to deliver, monitor and review marketing projects, ensuring that all relevant team members and partners are

provided marketing-communications materials, kept up to date with marketing requirements and campaign results.

- Managing agency contracts, roles and responsibilities required for creative, digital and web development needs, reporting as appropriate to the Communication Manager and programme leads.
- Tracking, reviewing and evaluating marketing-communications performance, preparing weekly or monthly reports, depending on programme needs. Ensuring all procurement is carried out in accordance with SEMLEP and funder rules and protocols.

The above is not an exhaustive list of duties and you may be expected to perform different tasks as necessitated by the organisation to support delivery of the overall business objectives of the organisation.

Person Specification

Attributes	Essential	Desirable
Education & qualifications	<ul style="list-style-type: none"> • Marketing qualification (degree, diploma or equivalent), preferably accredited by CIM, CIPR or another professional body. • Evidence of continuous professional development 	
Experience & Abilities	<ul style="list-style-type: none"> • A minimum of three years' recent experience in a marketing role, with experience in putting marketing strategy into action. • Experience of developing effective relationships with partners, stakeholders and colleagues. • Ability to take insights and use to create, deliver, monitor and improve effective marketing plans • Ability to think creatively in order to keep content fresh, relevant and appealing. • Working under pressure and delivering to tight timescales. • Confidence in monitoring budgets and developing associated reports and forecasts. 	<ul style="list-style-type: none"> • Experience of developing and delivering marketing content aimed at SMEs. • Experience of working on funded projects and complying with relevant regulations.
Skills	<ul style="list-style-type: none"> • Working knowledge of social media and scheduling tools, Google Analytics, SEO and Wordpress. • Excellent organisational skills. • Able to empathise with customers. • Problem-solving. • Influencing, persuading and facilitation skills. • Ability to communicate effectively with people at all levels. 	<ul style="list-style-type: none"> • IT (knowledge of MS Office and customer relationship management systems).
Personal Qualities	<ul style="list-style-type: none"> • Proactive and creative. • Self-Motivating – meets deadlines. • Flexible and adaptable in a rapidly-changing organisational and project environment. 	
Other Requirements		<ul style="list-style-type: none"> • A full, clean UK driving licence with access to a car.

About us

Set up by government in 2011, the South East Midlands Local Enterprise Partnership (SEMLEP) has a central role in determining local economic priorities and undertaking activities that promote strong and sustainable economic growth and job creation across the South East Midlands.

We are a public-private partnership, working in collaboration with many different organisations to steer investment into strengthening business resilience, growth and innovation and transition towards net zero, building a talent pipeline of skilled people for productive employment and, providing local partners with economic data, evidence and analysis to inform local decision-making and policy formation. For more information, visit www.semlep.com.

The LEP delivers the government-funded core business support services for the area through its Growth Hub. The Growth Hub is there to assist businesses in realising their business goals. The Growth Hub is a central coordination hub that can connect businesses to a range of specialist business support, relevant to their needs. The Growth Hub has a team of dedicated, accredited business advisers whom provide free, impartial advice and guidance through one to one sessions, workshops or specialist programmes. For more information about the Growth Hub, visit its business services website: <https://www.semlepgrowthhub.com/>

How to Apply

Application is by CV and a cover letter outlining the reasons for your interest in this position and why you believe yourself to be suitable in line with the person specification. To assist us with effectively monitoring Equality, Diversity and Inclusivity, please also complete our Equality and Diversity form which can be found on our website <https://www.semlep.com/work-with-us/>. These should be submitted by email to emma.panter@semlep.com and interviews will be held on a first come first served basis.

We are committed to attracting, recruiting and developing a diverse workforce that reflects the diversity of the South East Midlands population our work is aimed at. Our vision is to embed equality and diversity into our day to day business and create an inclusive working culture where everyone is treated with respect and dignity and feels valued. We recognise the value of having a diverse workforce to achieving SEMLEP's vision and the need to promote equality of opportunity in all aspects of employment in order to support each individual to achieve their full potential. We welcome applications from all backgrounds regardless of age, disability, faith, gender, gender reassignment, pregnancy/maternity, race or sexual orientation, marriage and civil partnership and we would consider applications on a part-time, compressed hours or job share basis.

If you would like a confidential discussion about the role, or if you would like further information or have any specific access requirements to enable you to complete the application process, please contact Karen Clarke at Karen.Clarke@semlep.com or 07849 476579.