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| Job Title: | | Marketing Officer | | Location: | | Rail House |
| Department: | | Commercial | | Reports to: | | Marketing Manager |
| HR Contact: | | Head of HR | | Financial Accountability: | | Approximately £50k |
| People Responsibility: | | 0 | | Is this role safety critical? | | No |
| Does the role have a dedicated deputy? | | No | | Name if Yes | | Click here to enter text. |
| 1. Context of the Role: | | | | | | |
| Purpose of the job  Reporting to the Marketing Manager, the Marketing Officer will develop and deliver Merseyrail’s revenue generating marketing campaigns, driving passenger journeys and the associated revenue streams. The Marketing Officer will be responsible for delivering partnership and sponsorship activity and carrying out post campaign analysis on all activity delivered.  Job accountability   * Grow passenger journeys and associated revenues, using market research, revenue analysis and local knowledge to identify areas of opportunity. * Deliver, creative marketing campaigns to engage target audiences and generate a strong return on investment. * Write engaging copy for print materials including posters, media ads and leaflets and for digital materials including the website and social media. * Work effectively with external agencies including creative, media and research agencies, ensuring budgets are spent appropriately and all spend is tracked. * Assist the Marketing Manager in ensuring appropriate media channels are used to engage target audiences and budget is spent sensibly and effectively. Work with these agencies to build effective media campaigns. * Support in delivering market research to gain insight that will define marketing strategies. * Develop effective partnerships with external businesses and leisure destinations that can help drive passenger journeys and associated revenues. * Maximise sponsorship relationships, ensuring all parties receive agreed benefits. * Measure and evaluate all marketing activity, producing reports for stakeholders. This involves working with the Ticketing & Revenue Team to ensure marketing campaigns can be measured as effectively as possible and using all digital analytics available to evaluate and create post campaign analysis. * Work with the Digital Marketing Manager to ensure Merseyrail’s digital channels are used to support marketing campaigns and engage audiences. * Work with the Business Partnership Manager to utilise corporate client’s channels of communication and to push marketing campaigns through them. * Work with the Employee Communications Manager to ensure all marketing activity is communicated to staff. * Manage budgets, ensuring they are spent effectively and value for money is secured. * Explore innovation and introduce when relevant to enhance marketing activity. * Manage multiple projects effectively. * Carry out any other duties instructed by their line manager. | | | | | | |
| 1. Role Essentials | | | | | | |
| Decision making authority   * Working with agencies to produce engaging creative campaigns. * Writing copy for multi-channels. * Working with agencies to build effective media campaigns. * Using multiple channels to evaluate marketing campaigns. * Translation of research.   most challenging/difficult part of the job   * Achieving ambitious growth targets. * Managing a varied workload and ensuring multiple deadlines are met.   KEY SAFETY ACCOUNTABILITY  Safety is everyone’s responsibility within Merseyrail. You’re responsible for your safety and the safety of others such as colleague’s and passengers. As an employee you’re expected to understand and apply our safety values and ensure they are visible in all you do.  experience, knowledge, qualifications and training   * A marketing qualification relevant to the role. * Experience of working in a busy marketing department. * Proven experience of delivering creative marketing campaigns. * Experience of working with external marketing agencies, including experience of media buying. * Strong knowledge of the media opportunities available locally to the Merseyrail network. * Remarkable analytical skills to measure all marketing activity effectively. * The ability to gain insight into audiences using different types of research. * The capacity to develop effective relationships with internal and external stakeholders. * Excellent copy writing skills and exceptional attention to detail. | | | | | | |
| 1. BEHAVIOUR ESSENTIALS | | | | | | |
| Values and Behaviors | | | How will I be measured? | | | |
| genuine   * Welcoming * Build trust and respect * Consistent and honest * Understands the customer * Respectful * Straight forward | | | * By building effective relationships internally and with stakeholders and agencies. * Click here to enter text. * Click here to enter text. | | | |
| Professional   * Solution orientated * Accountable * Delivering to promises * Make things hassle free | | | * By delivering the marketing strategy and contributing to the team achieving the ambitious growth targets set by the business. * Click here to enter text. * Click here to enter text. | | | |
| proactive   * Innovative * Trust our people to deliver * Embrace change * Decisive | | | * To think innovatively and introduce new channels and technologies that will drive revenue growth and improve passenger experience. * Click here to enter text. * Click here to enter text. | | | |
| inclusive   * Connected thinking * Stakeholder management * Promoting diversity * Enabling our people to excel | | | * By building effective relationships with external partners who can offer reciprocal promotion that will increase revenue growth and improve passenger experience. * Click here to enter text. * Click here to enter text. | | | |
| Last Updated By: | Suzanne Grant | | Date | | 18/08/2019 | |