

Job Title	Economy and Culture Marketing Manager		
Job Number			
Grade (if known)	8		
Directorate	Borough Development		
Business Unit /Section	Borough Development and Implementation/Economy and Culture		
Preparation Date	23 April 2018		
Responsible to (job title)	Economy and Culture Manager		
Responsible for total number of direct reports	1	Responsible for total number of staff managed	1
Main purpose of job			
<ol style="list-style-type: none"> 1. To promote the borough as a key business location to attract inward investment 2. To promote the borough as a key cultural and leisure destination 			
Main responsibilities			
<ol style="list-style-type: none"> 1. Lead on the delivery and review of the place-making and inward investment marketing strategy 2. Oversee the marketing activities of the Economy and Culture team including visitor economy, events programme and business engagement and communications 			
Key tasks			
<ol style="list-style-type: none"> 1. Liaise with key external stakeholders on the implementation and roll out of the place-making marketing strategy including Basingstoke Together BID, Destination Basingstoke and Festival Place. 2. Work closely with the Economy and Culture Manager and Business Growth Manager to maximise inward investment opportunities through effective marketing and positioning campaigns and initiatives. 3. Liaise with relevant external stakeholders to maximise inward investment opportunities including Hampshire County Council, EM3 LEP and property agents. 4. Work closely with the Communications and Marketing Manager to maximise inward investment and place-marketing opportunities linked to key strategic projects such as the Manydown housing development, Basing View regeneration and Leisure Park redevelopment. 5. Work closely with the Economy and Culture Manager and the Communications and Marketing Manager to ensure that any marketing meets corporate objectives and communications guidelines and links to council communications activity. 6. Maintain and continually improve a website to promote investment in Basingstoke including a database of property and sites for development and links to other relevant sites. 7. Identify events, arrange and manage attendance and create marketing materials and exhibitions stands for them, as appropriate, to promote Basingstoke as a key 			

business location and place for inward investment. Events include property exhibitions, public events and conferences, for example MIPIM London.

8. Develop marketing, e-marketing, social media and PR campaigns to promote investment in Basingstoke and to help raise the profile of the borough in close collaboration with the Communications and Marketing team.
9. Oversee the marketing of key council cultural and economic development events and programmes such as the Basingstoke Festival, Blove music festival or Town Centre Programme, working closely with the Communications and Marketing team on messaging and associated corporate communications.
10. Oversee the development and implementation of effective business engagement and communications activities and tools, including e-newsletters and social media.
11. Manage the Engagement and Marketing Officer (Economy and Culture) and provide leadership, performance management, development and mentoring.
12. Manage the inward investment marketing budget.
13. Ensure that service delivery complies with current regulations, accepted professional standards, the council's policies and procedures and appropriate legislation (including legislation on equalities, health and safety and safeguarding children and vulnerable adults)'.

Essential User

No

Special features and/or equipment
(anything 'out of the norm')

Evening and weekend may be required

This document sets out the main dimensions of the job it describes. It does not define all individual tasks, which may be expected to change from time to time to meet operational needs.