

Job Description

Job title	Marketing Lead
Team	Innovation Team
Site	Main office at Hethel Engineering Centre
Location	Various, across HIL owned and operated sites (Hethel Engineering Centre and Scottow Enterprise Park)
Salary	£30,000-£34,000 (depending on experience)
Requirements	Driving license and ability to travel across our sites
Responsible to	Head of Innovation
Responsible for	N/A
Effective date	2 nd January 2023

Role and Context

Job Purpose

Responsibility statement

The Marketing Lead is responsible for creating and delivering a profitable marketing strategy for Hethel Innovation, working closely with our Events and Marketing coordinator on delivery. The role includes a variety of tasks, including designing and implementing marketing strategies aligned with business targets as well as creating marketing content (including digital, video, website, and physical marketing materials).

You will be responsible for researching, developing, and communicating the strategic marketing plans you create that meet the company's goals, collaborating with multifunctional teams in order to execute them.

Context

The Marketing Team sits within the Innovation Department at Hethel Innovation and is responsible for developing the marketing strategy and content needed for the whole company, reflecting our three main offerings: providing space to grow, business insight and connected communities. You will report into the Head of Innovation and work alongside the Events and Marketing coordinator.

Hethel Innovation Ltd (HIL) is a Limited company wholly owned by Norfolk County Council. Activities of the company are directed by a Board of Directors and as set out in the Articles of Association, voting rights are such that the County Council representatives on the Board have the majority voting power at all times.

There is an agreed Shareholder Relationship Agreement in place between the County Council and Hethel Innovation Ltd which sets out the purpose of the company as being to deliver economic development activities in Norfolk to support the County Council's vision and objectives.

Other Job Information (e.g., any special factors or constraints)

You will be expected to travel to meetings and events as required. It is likely that this will be a weekly occurrence.

Some flexibility on hours will be required due to training and activities that need to take place outside of usual operating hours.

The role holder will be expected to on occasion support the sites with operational duties.

Principal Duties

This role is responsible for:

- Designing and implementing marketing strategies that are aligned to HIL business goals and targets and prove a return on investment.
- Working closely with the sales team and innovation team to create marketing content that generates sales leads for the company.
- Analysing sales and marketing trends and data to inform marketing decisions and create specific marketing KPIs.
- Generating innovative ideas to promote our brand and our products.
- Addressing advertising and SEO needs and leading PPC campaigns.
- Ensuring brand consistency through all marketing channels.
- Using customer feedback to ensure client satisfaction.
- Liaising with internal teams and ensuring brand consistency.
- Establishing a strong, long-term web presence.
- Managing HIL website, leading on content creation and development.
- Writing and proofreading marketing copy for both online and print campaigns.
- Supporting events and marketing coordinator with running social media channels (Twitter, Linked In, Instagram) to enhance audience engagement.
- Producing creative content, including videos and blog posts that showcase what we do at Hethel Innovation, and those businesses that work in our network.
- Sourcing advertising opportunities.
- Developing relationships with key stakeholders, both internal and external.

KPIs

To be defined.

Person specification	
Qualifications	
Essential	Desirable
<ul style="list-style-type: none"> • A marketing qualification such as a bachelor’s degree in marketing communications or related field. 	<ul style="list-style-type: none"> • Sales training. • Business qualifications.
Experience	
Essential	Desirable
<ul style="list-style-type: none"> • Previous experience running marketing campaigns. • Previous experience creating and delivering marketing strategies. • Minimum 2 years’ experience as a marketing strategist, marketing lead or similar role. 	<ul style="list-style-type: none"> • Previous experience managing social media platforms. • Coaching or consultancy experience. • Sales experience. • Experience working in an agile team.

<ul style="list-style-type: none"> • Proven track record of project management and strong attention to detail. 	<ul style="list-style-type: none"> • Experience working with the commercial property sector.
Skills/Knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Creative thinker and data driven. • In-depth knowledge of CRM software and content management systems. • Skilled in content creation and use of creative programmes such as Adobe Illustrator, Canva. • Ability to define targets and support others to achieve them. • Ability to work under pressure. • Ability to multitask and prioritise. 	<ul style="list-style-type: none"> • An interest and knowledge in innovative businesses (particularly start-up and scaling SMEs). • Agile Project Management experience.
Behaviours	
<ul style="list-style-type: none"> • Honesty • Creativity • Analytical • Integrity • Reliability • Flexibility • Pragmatic • Accountable • Proactive • Courage • Pride 	

General Information

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant HIL policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people, and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

The information in this job description is accurate and reflects the requirement of the role:

Line Manager: Imogen Shipperlee

Position: Head of Innovation

Date: 1st November 2023

