



Candidate Information Pack



**Manager of Marketing
Cheltenham**

Introduction from the Director of Planning



Firstly, thank you for your interest in the position of Manager of Marketing Cheltenham at Cheltenham Borough Council.

This is an important and exciting appointment for Marketing Cheltenham and I am looking for a candidate who has a passion for making a difference and will strive to achieve the aims of Marketing Cheltenham.

From humble beginnings, but with a strong ambition, Marketing Cheltenham has developed great successes over the past year. Cheltenham Borough Council's ambition is to grow it to become an organisation that promotes Cheltenham as one of the best towns in the UK to visit, work, study and invest. Cheltenham aspires to be a place where everyone thrives – to be one of the UK's most 'liveable' towns, with residents and visitors alike inspired by our culture, food, public spaces, education and the diversity and quality of accessible experiences. Marketing Cheltenham's remit is to encourage more visitors to the town, get them to stay longer and support the local tourism, hospitality and leisure economy. This, in turn, will support economic growth – new jobs, business creation – and culture for the continued benefit of local people.

In 2016 Cheltenham Borough Council and The Cheltenham Tourism Partnership (which includes Cheltenham BID) launched a strategy to grow Cheltenham's visitor economy by 5% year-on-year. The target for success is to reach a value of the tourism economy of £177 million by 2021. For more detail about our strategy and how it will be achieved please visit www.marketingcheltenham.co.uk

I wish you all the best in your application.

Tracey Crews

Director of Planning

Cheltenham Borough Council

For industry

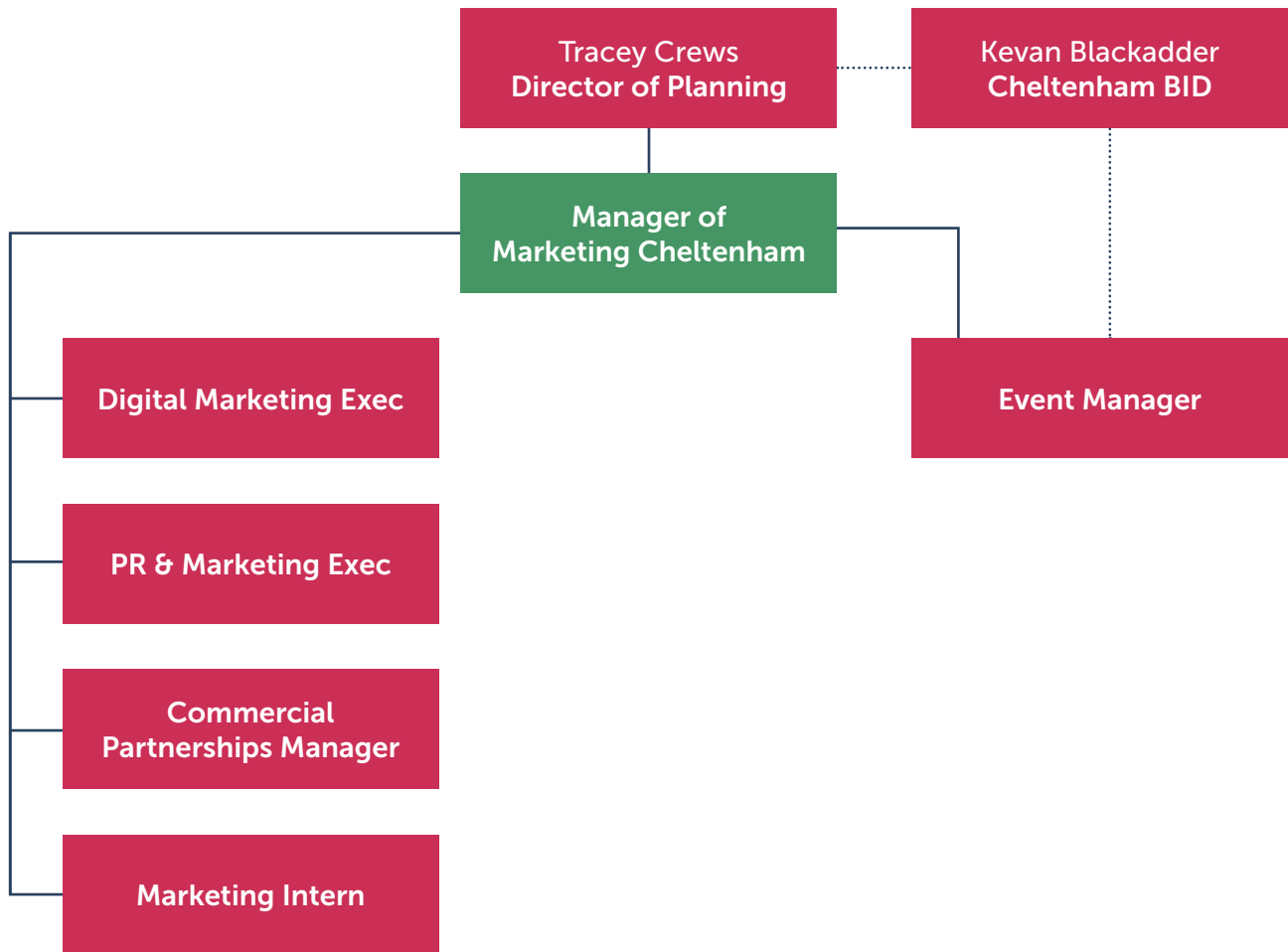
www.marketingcheltenham.co.uk  @marketingchelt

For consumer

www.visitcheltenham.com  @visitchelt  @visitcheltenham  VisitCheltenham



Marketing Cheltenham Staff Structure



Manager of Marketing Cheltenham

Contract: Fixed term to 31 July 2021

Salary: £45,320 to £51,442

About the Job

Marketing Cheltenham was launched as a new initiative by Cheltenham Borough Council in November 2017 in collaboration with Cheltenham Business Improvement District (BID) and other major partners to support the delivery of a five year strategy to grow the visitor economy. Since then the Council has been working with local partners to develop a place vision for Cheltenham and we have ambitious plans to raise the profile of Cheltenham as a great destination to visit, work, invest and study. We also have a long term strategy (to 2031) for economic growth, developed with our neighbours Gloucester City Council and Tewkesbury Borough Council, which will guide the direction of travel and is driving the creation of a major UK Cyber Park on the western side of the town.

The Manager of Marketing Cheltenham is a pivotal role in developing and driving the marketing of Cheltenham as a destination both for visitors and as a great place for inward investment to support the delivery of our ambitions. This will involve working with both local and regional partners.

The role is a combination of marketing strategy development, management of delivery and multi-level relationship building.

You will be focused on delivering high performance, including continuous improvements and efficiencies in an increasingly commercial environment. You will be working closely with other council services and with external partners under the leadership of the Director of Planning.

Marketing Cheltenham is also in its infancy as a service. The Council is seeking to develop the service into a model with a sustainable future and you will be responsible for driving this forward with other members of the team.

Implementation will be within a limited budget, so it is essential you are experienced in being resourceful, entrepreneurial and effective in collaborative working with stakeholders and partners.

The Marketing Cheltenham team will work between Cheltenham BID and the council's Municipal Offices, together with agile/mobile working due to the nature of the role. The post holder will be expected to forge strong links with the council's Communications Team.

The role is initially fixed term to the end of the current BID term; however, subject to success, it is envisaged there will be an ongoing need for the role.

Manager of Marketing Cheltenham

This is what we need you to do...

- Provide strong leadership on brand 'Cheltenham' – representing inward investment and visitor economy marketing on behalf of Cheltenham Borough Council and key partners of Marketing Cheltenham
- Drive forward the 5-year visitor economy strategy and delivery of its action plan, focusing and coordinating staff and cash resources and plans to deliver growth in the visitor economy
- Work with key cultural providers such as the Cheltenham Trust, Cheltenham Festivals and Everyman Theatre to deliver a cultural strategy for Cheltenham
- Lead on the development of income streams, building and managing contributions from both public and private organisations to ensure the service can be sustained long-term
- Play a lead role in managing the consumer facing marketing of Cheltenham BID
- Set up reporting systems and regular benchmarking processes to monitor success
- Set up and manage a new business model where organisations are contributing time and/or resources in an active, dynamic partnership, supporting industry needs and operating as a centralised destination marketing operation
- Actively seek and nurture collaborative relationships from outside the town which will support the growth of Cheltenham's economy
- Bring relevant senior industry representatives together regularly to network and develop mutually beneficial relations – to create an environment of trust and collaborative working practice
- Support identified corporate projects, e.g. events delivery, to ensure that partner expectations and priorities are appropriately taken into account
- Act as a point of contact for inward investment and growth in existing businesses. Directing and supporting them to get results from the right people within organisations such as Cheltenham Borough Council, Cheltenham Development Taskforce, Cheltenham BID, Chamber of Commerce and the County Council
- Work with The Cheltenham Trust and other Cheltenham Tourism Partners to deliver a new visitor information service which is virtually and physically accessible
- Work with partners to enhance and refine the Cheltenham product dependent on market need
- Plan, manage and develop structured and integrated marketing that builds the Cheltenham brand and creates a framework which reaches regional, national and international audiences
- Lead on the development and future proofing of digital channels including **MarketingCheltenham.co.uk** and **VisitCheltenham.com** ensuring they are leading the way in presenting Cheltenham as a pioneering, creative brand
- Lead on the development of a distinct, contemporary Cheltenham brand refining and championing its characteristics to all within the town and who work with us
- Be accountable for allocated budgets, reviewing budget targets within the context of performance and the wider commercial context of the Council
- Ensure that elected Members are fully aware of the Marketing Cheltenham programme/priorities and are positively, pro-actively and appropriately engaged
- Oversee marketing Cheltenham website and social channels

Manager of Marketing Cheltenham

General

- Contribute to the delivery of divisional service plans and preparation of team service plans. This includes working within a performance management framework with clear targets for your service and team for continual improvement
- Support and work with other managers across the Council including contributing to the Council's commercial agenda of increasing income, reducing costs and improving efficiencies
- Take on any other additional duties which may reasonably be required within Cheltenham Borough Council
- To be flexible in hours of working, including evenings and where required weekends
- Demonstrate a commitment to personal and professional development, identify any gaps in skills, knowledge and expertise and help plan appropriate training programmes for your team and Members
- Be part of the emergency planning team, out of hours working may be required
- Manage the service's health and safety and risk management issues

Education & Qualifications

- Professional Chartered Institute of Marketing qualification or related discipline to degree level, appropriate to the remit of the role, or equivalent by experience
- Membership of a relevant professional body
- Evidence of extensive continual professional development

Experience and skills

- Professional experience at a senior level in leading Destination Marketing or other similar marketing role for multiple stakeholders
- Experience of effectively performance managing a diverse workforce and responding to diverse communities
- Proven ability to work effectively in a political environment and establish effective working relationships with Members, members of the public and other community bodies
- Establishing and building partnerships and networks with senior managers, external bodies, and partner organisations
- Experience of effective budget management and delivering cost reductions whilst improving services, together with being able to look for business opportunities and assess opportunities within the context of the business unit
- Experience in analysing, collating and presenting business information to inform change, create business cases, detailed project plans and strategies
- Demonstrable computer literacy and IT skills
- Accomplished analytical and problem-solving skills, with good attention to detail
- Excellent verbal and written communication, including report writing and presenting material to a range of audiences
- Ability to challenge and influence decision making
- Self-motivated and able to see tasks through to a successful conclusion, including meeting challenging deadlines where necessary

Manager of Marketing Cheltenham

Benefits

Holiday

The holiday leave year runs from 1st April to 31st March. Holiday entitlement on joining the council will be 25 days pro rata in addition to pro rata bank holidays. The entitlement increases to a maximum of 30 days as follows:

- At year 1 – increases to 26 days (pro rata)
- At year 2 – increases to 27 days (pro rata)
- At year 3 – increases to 28 days (pro rata)
- At year 4 – increases to 29 days (pro rata)
- At year 5 – increases to 30 days (pro rata)

Pension

You will enter the Superannuation Scheme automatically on appointment with appropriate deductions from salary. You may opt out of the scheme at any time by completing the relevant form and forwarding this to the Human Resources Division. A copy of the scheme booklet can be accessed by visiting the pension pages of Gloucestershire County Council's website.

Sickness

The council sickness scheme is intended to supplement statutory sick pay and incapacity benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Sickness payment under the scheme is based on local government service and is as follows:-

- During the 1st year of service one month's full pay (and after completing four months' service) one month's full pay and two months' half pay.
- During the 2nd year of service two months' full pay and two months' half pay.
- During the 3rd year of service four months' full pay and four months' half pay.
- During the 4th and 5th years of service five months' full pay and five months' half pay.
- After 5 years' service six months' full pay and six months' half pay.

Other benefits

- Subsidised parking
- Employee welfare service
- Enhanced maternity scheme
- Paternity leave
- Smart working – laptops, mobile phone, potential for remote and home working
- Flexitime scheme
- Potential to buy and sell annual leave