

<b>Role Title</b>	Marketing & Customer Engagement Manager
<b>Directorate</b>	Families and Homes
<b>Job Family</b>	Marketing and Communications
<b>Competency Level</b>	Principal Officer/Manager
<b>Pay Range / Scale</b>	£33,282 - £35,991 (PO2)
<b>Responsible to</b>	Head of Operations – Traded Services
<b>Location</b>	Waltham Forest Town Hall

### Purpose

To work with service managers and staff of WF Traded Services (WFTS), the council's in-house brand of services to schools, academies and the wider education sector, to effectively market and promote increased take-up of these services in current and new markets and support services to better align and engage with these markets.

Help WFTS identify and implement new income generation opportunities in order to meet council income targets whilst better meeting customer needs.

<b>Job Specific Accountabilities</b>	<b>End Results/ Outcomes</b>
To develop and deliver a marketing strategy for WF Traded Services as a whole and its key service areas	<p>The implemented marketing strategy:</p> <ul style="list-style-type: none"> <li>- helps services to achieve their income targets</li> <li>- increases customer engagement</li> <li>- supports growth objectives for WF Traded Services</li> <li>- is informed by market research and customer insight</li> <li>- ties in with the council's Creating Futures vision and Borough of Culture plans</li> </ul>
Responsible for creating and delivering successful marketing plans, campaigns, content and collateral	<p>Marketing plans and campaigns</p> <ul style="list-style-type: none"> <li>- are based on a strong understanding of the service's aims, strengths and USPs</li> <li>- are dynamic , engaging and follow the academic year</li> <li>- demonstrate ROI</li> <li>- incorporate the production of high quality, professional collateral and promotional materials</li> <li>- include a presence at relevant events that enable direct customer engagement and face to face promotion of services</li> <li>- ensure a consistent brand which customers identify positively with</li> <li>- have the buy-in/support of service managers</li> </ul>
Reports on marketing activity, campaigns (including return on investment (ROI)) and sales	<p>Reports are</p> <ul style="list-style-type: none"> <li>- regular, timely and easy to understand</li> <li>- of value to management and shaped by managers' feedback</li> <li>- able to demonstrate value added by this role and its functions</li> <li>- able to demonstrate sound management of the marketing budget and explanation of any variances</li> <li>- are stored and shared in a transparent manner</li> </ul>

Coordinates and reports on annual and in-year customer satisfaction	<p>With the support of the Information Officer ensures that</p> <ul style="list-style-type: none"> <li>- customer feedback channels are clear and promoted at key times</li> <li>- an Annual Customer Satisfaction Survey is coordinated and reported on to include recommendations for actions as highlighted by the results</li> <li>- a customer feedback database is maintained and the contents thereof are incorporated into marketing content and collateral</li> <li>- any negative feedback is promptly followed up on</li> </ul>
Ensures best practice in the collection of customer data and use thereof	<p>Collection of customer data:</p> <ul style="list-style-type: none"> <li>- enables an up-to-date customer database to be maintained</li> <li>- enables regular and appropriate customer communications</li> <li>- is in line with GDPR/Data Protection guidelines</li> <li>- informs the customer experience and journey</li> <li>- ensures that all customer demographics are welcomed and catered for</li> </ul>
Leads on WFTS' web and digital presence	<p>With the support of the Information Officer ensures that</p> <ul style="list-style-type: none"> <li>- the digital customer experience is joined up across WFTS services and other council platforms e.g.: the Hub and council websites</li> <li>- WFTS' websites provide easily accessible, up-to-date information</li> <li>- the latest developments from SLA Online (our web provider) are deployed to the benefit of services and customers</li> <li>- web and social media content is dynamic, engaging and regularly updated</li> <li>- online customer engagement is measured and reported on; successes are demonstrable and built on</li> <li>- our websites are fully compliant with GDPR/Data Protection guidelines</li> </ul> <p>Working with the Head of Operations and services as relevant, supports development and implementation of new websites and their incorporation into the marketing strategy</p> <p>Represents WFTS at the SLA Online user community events and ensures key updates are fed back to colleagues and management; marketing plans are updated accordingly.</p>
Identifies and develops opportunities for growth, additional income generation and partnership working	<p>Stays up to date with Education Sector news and changing policy and identifies new opportunities that arise as a result</p> <p>Benchmarks our services against competitors, both LA and commercial, and identifies opportunities for differentiation or new services</p> <p>Maximises partnership and/or sponsorship opportunities that fit with our marketing strategy</p>
Represents WFTS at events and stakeholder engagement opportunities	<p>Opportunities to represent WFTS at a variety of relevant events throughout the year are identified and attended with flexibility</p> <p>Works with services to support events that form part of their marketing plans</p> <p>Collateral for events is coordinated ensuring professional brand presence</p>
Develops marketing capacity, skills and best practice across WFTS	<p>Identifies and encourages</p> <ul style="list-style-type: none"> <li>- talent for marketing / a 'Marketing Champion' within the various services</li> <li>- understanding and ownership of marketing activity at every level</li> </ul> <p>Supports recruitment to marketing / communications roles within WFTS</p>

Generic Accountabilities	End Results/ Outcomes
Provide advice and make recommendations based on up to date knowledge and analysis / evaluation of information. Manage escalated or complex customer issues within the relevant area.	Expert advice, information, interpretation and support are provided on the full range of technical / professional issues within the area of responsibility. Issues are managed through to a satisfactory conclusion. Risk to the Council is minimised.
Contribute to the development of service plans to meet strategic business goals.	Strategic and operational input is provided to wider business planning and development. Customer needs and trends are identified. Services meet legislative and policy requirements.
Research developments in relevant area. Collate, process and analyse information / data. Translate outputs into advisory reports / documents / actions as appropriate.	Relevant information / data are managed efficiently and accurately. Accurate and relevant information / reports / documentation are produced. Trends and issues are identified and prioritised. Statutory and procedural obligations are fulfilled. Management decision making is supported.
Lead on the development, implementation, maintenance and management of systems, policies, procedures and / or standards within area of responsibility.	Changes to systems, policies and / or procedures are identified and recommended. All updates, amendments, developments are tested and approved prior to delivery. Customers receive prompt, accurate policy / procedural updates. Service standards are improved.
Work closely with others to support/Manage the development and delivery of improvements in processes and procedures.	Identifies gaps in service provision/highlight policy issues and makes recommendations to resolve the issues. Agreed improvements are developed, delivered and evaluated. Issues and recommendations are brought to the attention of senior managers. Benchmark against best practice authorities and centre of excellence.
Prepare and present a full range of reports (both standard and non-standard) covering area of responsibility.	Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales. Evidence based recommendations are made.
Manage a portfolio of Projects and Reviews. Lead on specific projects as required.	Projects are delivered to agreed specification, timescales and budgets. Change initiatives are successfully integrated and implemented across all impacted service areas. Value for money is achieved. Ongoing savings secured.
Co-operate with and support colleagues.	Colleagues are supported. Required information is provided.
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.

Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager.	Work is carried out in a way that is safe and without risks to health.
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### **Nature of Contacts**

The WF Traded Services team, Service Managers, Heads of Services, Marketing and Communications staff across the Council, Web and Digital teams, suppliers e.g.: graphic design and print, event organisers, customers groups e.g.: Headteachers, School Business Managers and Teachers/Educators etc.

### **Procedural Context**

Act within guidelines and standard procedures with discretion to allocate and organise work to meet service delivery requirements. Works within procedures to deal proactively with day-to-day issues that may arise without the need to refer to others.

Decisions need to be made based on Council/ WF Traded Services procedures and whilst considering the interests of our customer base.

The post holder will be based at the Town Hall campus but will need to hold a full drivers' license and have access to a car as they will be expected to work flexibly at times from the various service locations and be able to represent WF Traded Services at events and customer engagement opportunities.

### **Resourcing**

Budget Responsibilities:

- Responsible for agreeing and managing the central marketing budget and resources

Supervisory responsibilities:

- Line management of WF Traded Services' Information Officer
- Technical input for marketing/communication roles within the wider WF Traded Services structure

### Qualifications and training

- At least 2 years' professional experience within marketing/communications
- A relevant qualification or evidence of recent and relevant Continuous Professional Development (CPD)

### Knowledge, Skills and Experience

- Experience of developing and delivering a marketing strategy for a diverse group of services that contributes to income targets and growth objectives and increases customer engagement.
- Experience of delivering successful marketing plans and campaigns within departmental budgets
- Adept at creating marketing content and collateral, working with staff, designers, printers and suppliers
- Experience within the Education sector preferable
- Able to produce and present high quality written and verbal reports for various audiences
- Skilled at measuring and reporting on customer satisfaction
- Able to use customer data and insight to inform marketing and communication plans
- Understands Data Protection/GDPR and how it applies to the collection/holding of customer data
- Strong working knowledge of web/digital marketing
- Excellent writing, language, proof-reading and communications skills
- Able to carry out benchmarking and market research activities that result in identifying opportunities for growth or additional income
- Able to multitask and prioritise various workloads effectively, delivering to deadline with minimal supervision; enjoys variety
- Demonstrates great stakeholder engagement and customer care
- Approachable, friendly and enjoys working with others to develop their skills and champion best practice within marketing and customer engagement across our services
- Able to confidently represent the organisation at key events
- A flexible approach to work; able to work from different locations
- Must hold a full drivers' licence and have access to a car for work purposes

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.