

Marketing Manager – Light Rail Project



Hours: 37 hours per week
Contract: Fixed Term to 31.05.2024
Salary: £46,549 - £49,590 per annum
Head office: Sheffield

The South Yorkshire Mayoral Combined Authority (MCA) brings together the local authorities of Barnsley, Doncaster, Rotherham and Sheffield and the private sector through the Local Enterprise Partnership (LEP). These bodies together serve the communities and businesses of South Yorkshire; from transport to housing, from business growth to skills, the MCA has a great story to tell. We have ambitions to deliver economic growth and prosperity for people, businesses and places across South Yorkshire.

We are currently recruiting a **Marketing Manager (Light Rail Project)**. The role is responsible for managing and leading the marketing and communications strategy and plans for the new Supertram Concession (NewCo) to commence in March 2024. You will lead on the development and oversight for the delivery of all customer marketing channel capabilities and activities for the tram system through development, integration and management of all relevant campaigns, collateral, events, and service launches. You will work closely with SYMCA Marketing, Communications and Engagement teams to ensure alignment with the region's brand for transport Travel South Yorkshire (TSY). This is an exciting time to join us!

Our ideal candidate will be professionally qualified, preferably with a degree in marketing, communications or a similar field or have demonstrable professional experience. You must have knowledge and experience of developing and implementing marketing strategies and plans both in B2C (business to consumer) and B2B (business to business) marketing environments, including the development and implementation of digital marketing plans and services.

In return, we offer a competitive salary, hybrid working, access to a Local Government Pension Scheme and the chance to be part of an organisation where you can really make a difference. Located in a vibrant city centre location, we are well-placed for transport links and encourage employees to take advantage of a range of benefits, including active travel facilities. We believe in a healthy work/life balance.

For further information, or to arrange an informal discussion about the role, please email recruitment@southyorkshire-ca.gov.uk

How to apply

Please apply online at [recruitment](#) or email recruitment@southyorkshire-ca.gov.uk to request an application pack or alternatively call our 24 hour recruitment line on 0114 2211 223

Applications no later than: Monday 27th of March 2023

Interviews will take place: Week Commencing Monday 3rd of April 2023

In your application, set out how you meet the essential experience, knowledge and skills needed to fulfil the post, providing clear and real examples, briefly setting out your role within these and the outcome of your actions. Completed applications should be emailed to recruitment@southyorkshire-ca.gov.uk

Discover more about the South Yorkshire Mayoral Combined Authority by visiting <https://southyorkshire-ca.gov.uk>