

Job Title	Marketing Manager (Light Rail Project)
Team	Light Rail Project
Reporting to	Light Rail Programme Manager

## About your role

The role is responsible for managing and leading the marketing and communications strategy and plans for the new Supertram Concession (NewCo) that commences in March 2024. This will involve working with SYMCA marketing, Communications and engagement team to ensure alignment with the region’s brand for transport Travel South Yorkshire (TSY). You will lead the development and oversight for delivery of all customer marketing channel capabilities and activities for the tram system.

### Why is your role important or how does it add value?

- You will constantly be seeking new opportunities for the organisation to succeed, keeping an eye on the competition and industry changes to keep us at the front of innovation here
- You will identify and meet consumer needs, alongside your team, and communicate across a variety of platforms effectively and report the measurements taken
- You will be able to work for a known brand and ensure all that you do is aimed at keeping that brand image in the consumers view

### What are the tasks or work areas you are responsible for?

- Lead the development, integration and management of all relevant campaigns, collateral, events, and service launches (including sponsorship activities) undertaken by NewCo for the Supertram brand, as appropriate, ensuring all such events are professionally co-ordinated and maximise opportunities to grow reach, achieve positive media coverage, publicity and relevant stakeholder engagement.
- Lead the development and implementation of the Marketing and E-marketing Strategies, campaign plans to promote products and services to ensure the successful delivery of the Project objectives and aims
- Work with SYMCA on the development and alignment of the Supertram and Travel South Yorkshire brands along with any associated specific project/tactical brands.
- Influence the development and management of the marketing and brand development of the Supertram product and services portfolio within B2B, B2E and B2C environments, ensuring that this portfolio is targeted and promoted effectively at all times, and aligned to strategic aims and objectives
- Manage the relationship with operating companies/partners/stakeholders to ensure delivery of the Supertram brand strategy and messaging to drive positive impact upon their products or service, whilst maximising resource synergies and effectiveness, and influence of their commercial strategies and campaigns.

<ul style="list-style-type: none"> <li>Lead and manage the design, development and delivery of various digital products, services and packages to support campaigns to ensure maximum impact and positive public and media coverage.</li> </ul>
<ul style="list-style-type: none"> <li>Proactively manage the co-ordination and interpretation of marketing specific data and information contained within the corporate databases and systems including MS Dynamics (CRM) in order that an effective relationship with our customers and stakeholders can be consistently maintained and further developed.</li> </ul>
<ul style="list-style-type: none"> <li>Continually analyse, monitor and evaluate the internal and external factors that influence the performance of the Marketing Team for both Supertram, external specialists and SYMCA in order to determine and effectively meet the needs of the many differing customers.</li> </ul>
<ul style="list-style-type: none"> <li>Manage the effective utilisation and regular reporting of the Marketing activity in line with the budget to secure delivery of responsibilities outlined above.</li> </ul>
<ul style="list-style-type: none"> <li>Oversee in conjunction with the SYMCA Marketing, Communications &amp; Engagement teams the on-going development of the Supertram brand and mode specific customer segmentation profiles and introduce processes across to ensure continual delivery of effectively targeted marketing and promotion campaigns and activities, both on and offline. This will all need to be aligned with the wider SYMCA work on the wider Travel South Yorkshire brand identify.</li> </ul>
<ul style="list-style-type: none"> <li>Develop, co-ordinate and maintain relationships with internal customers, partners and other external organisations including exploring new ways of working more effectively in partnership.</li> </ul>
<ul style="list-style-type: none"> <li>Direct, motivate and influence employees and consultants' control to achieve the project objectives, and those defined within other work packages, but not limited to, the Customer Service Strategy, the Retailing and communications Strategy, the Mass Transit Renewal Strategy.</li> </ul>
<ul style="list-style-type: none"> <li>Where appropriate carry out the Project Manager role in respect of digital and database marketing projects whether it is systems related or design development, ensuring that all relevant colleagues and work package leaders (as appropriate) are engaged in the process and communications are consistent throughout the project delivery plan.</li> </ul>
<ul style="list-style-type: none"> <li>Undertake any other duties commensurate with the role as requested by the Light Rail Programme Manager</li> </ul>

## About You

### What kind of **behaviours** are important?

Ambition	Does not give in easily, prepared to stick at things to get something finished - persistent
	A consistent and persistent focus on what matters most for delivery
Innovative	Urgency in identifying problems and finding imaginative ways to solve them – avoiding added bureaucracy or unnecessary work
	Willing to be challenged by colleagues – and to bring constructive challenge and support
Integrity	Organised and structured in how they work, demonstrating good personal time management
	Able to balance conflicting demands on their time, prioritises their workload well

Collaborative	Open minded to the ideas, contribution or comments from colleagues, does not dismiss what others have to say
	Willingly adapts their style to suit different situations
Flexible	Moves quickly to get things done, invests additional effort if needed to meet a deadline or a goal
	Open minded and receptive to new ideas and suggestions, acknowledges the benefit of change even if they have personal concerns
Impact	Understands the purpose of the organisation, knows the vision and the strategic intention of the organisation
	Sees opportunities to make processes or how they work better, speaks up and shares their ideas

What <b>qualifications</b> or wider knowledge do you need?	Rank	Measure
Professionally qualified, preferably a degree or equivalent in, marketing, communications or similar related field or equivalent level of professional	E	A
Knowledge and experience of developing and implementing marketing strategies and plans in both B2C (Business to consumer) and B2B (business to business) marketing environments.	E	A/I
Knowledge and experience of developing and implementing digital marketing plans and services including but not limited to websites, emailing and social media.	E	I
Knowledge of Social Marketing and behaviour change principles	D	I
Knowledge of current techniques and technology in terms of digital marketing	E	A/I

What previous <b>experience</b> is needed?	Rank	Measure
Substantial experience in similar marketing management role, including managing a team of professional officers and/or multiple stakeholders	E	A/I
Substantial experience of creating and developing strategic marketing plans and services in both the on and offline environments for both the consumer and business markets	E	I
Experience in development and delivery of Social Media Marketing Campaigns	D	A/I
Demonstrable experience in management of technical projects within a multiple stakeholder environment, such as development of a multi-faceted website or customer relationship management systems	E	I
Broad knowledge of or experience in managing, maintaining, and using customer data to deliver effective online and offline communications that comply with data protection principles	E	A/I
Previous experience in brand management, including the launch of a new brand	D	I
Previous experience of controlling and developing single/multi-brand marketing campaigns for customer facing, business to business and sales-based services and products	E	I
Previous experience of comparable level budget management	E	I
Proven experience in using data and user experience to inform successful marketing campaigns.	E	A
Experienced in and knowledgeable of media relations and PR.	E	A

What <b>skills</b> should you have?	Rank	Measure
Strong communication skills in producing quality documentation including reports, ensuring they are suitable for a wide range of different audiences	E	I
Strong analytical skills and numeracy skills	E	I
Strong organisation and time management skills with the ability to work under pressure	E	I
The ability to understand complexity and give accurate concise advice to decision makers and more senior colleagues	E	I
Self-motivated and able to use own initiative to complete tasks under minimal supervision	E	I
Good organisation and time management skills with the ability to work under pressure, prioritising workloads, and work under own initiative to ensure deadlines are met.	E	I
Ability to adopt an effective approach to problem-solving, adapting to changes in circumstances or information.	E	A/I

**Key**

E = Essential / D = Desirable

A = Application / I = Interview