



Black Country  
Chamber of  
Commerce

## **HEAD OF MARKETING & COMMUNICATIONS**

### **JOB DESCRIPTION & PERSON SPECIFICATION**

Last Updated December 2023

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|----|--|----|
| 1. | <b>ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE</b> | 3  |
| 2. | <b>ABOUT THE ROLE</b>                              | 4  |
| 3. | <b>RELATIONSHIPS</b>                               | 5  |
| 4. | <b>MAIN DUTIES AND RESPONSIBILITIES</b>            | 6  |
| 5. | <b>PERSON SPECIFICATION</b>                        | 8  |
| 6. | <b>GENERAL INFORMATION</b>                         | 10 |

# 1. ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE

## **BUSINESS IS DONE BETTER TOGETHER**

The Black Country Chamber of Commerce is the successor organisation to a legacy spanning three centuries. It remains the leading business support organisation for firms operating across, based within, or seeking to do business in Dudley, Sandwell, Walsall and Wolverhampton. Our services and products make the process of doing business easier and helps members to overcome barriers limiting growth. Simply put, we are a powerful fellowship and the active champion for the business community.

Our ambition is to be one of the best Chambers of Commerce in the UK.

This is a dynamic and exciting time for us following an intensive period of modernisation and restructure to become a contemporary and forward-looking organisation. At a time when our members are doing business in a radically different trading environment following the UK's exit from the EU, the worst economic downturn on record and the lingering shadow of COVID-19, our support to members can be a lifeline.

We are passionate about working with individuals and companies who want to shine a spotlight on the region and join us in putting the Black Country on the map.

This is an inspiring place to do business and we have gained a reputation for delivering engaging and compelling campaigns and events which excite, inform, and develop our members.

## 2. ABOUT THE ROLE

We are looking for someone really exceptional.

A dynamic individual who is a pro-active, creative, and a highly experienced marketing and communications leader with strong stakeholder management skills, and the ability to work collaboratively to drive change as this is an opportunity to connect with people to celebrate the best of the region.

You will be an inspiring leader with excellent communication and project management skills who can motivate others to embrace change. You will have a strong track record in implementing effective MarComms strategies and systems and a keen eye for detail and passion for harnessing data and using insights and feedback to drive continuous improvement.

The Black Country Chamber of Commerce is a dynamic and influential organisation dedicated to promoting economic growth and prosperity for its business members in the Black Country region. With a rich history of supporting businesses, we provide a wide range of services, and networking opportunities to help our members thrive.

Our ambition is to substantially grow the impact of our Chamber. We have aspiring plans to become a modern Chamber, so the development of our brand is vital to represent our vision and as Head of Marketing and Communications you are responsible for developing brand awareness and consistency across all platforms.

The focus of this role will be to develop and implement comprehensive marketing and communications strategies to enhance the Chamber's visibility and influence along with working closely with the Membership team to help retain and grow the Chamber's membership portfolio.

As the Head of Marketing and Communications you will lead and mentor the marketing and communications team and develop the teams' working relations across all areas of the organisation.

Align marketing and communication strategies with the Chamber's overall mission and goals and translate these into practical actions for the teams to deliver.

You will be a budget holder and be responsible for writing and negotiating contracts, with a commercial focus, and working with colleagues from across the Chamber to develop audiences, increase membership and increase attendance at our events.

So, if you have the creative flair to curate and develop an exciting programme of engagement combined with the commercial ability to take on this new and sensational role, we would love to hear from you.

### 3. RELATIONSHIPS

The Head of Marketing & Communications is responsible for delivering our marketing and communications activities that support and promote our Strategic Plan and align with our vision and values.

We have outlined a summary of some of these key relationships and stakeholders:

**Black Country Chamber of Commerce Teams**

Senior Management Team, Marketing, Membership, Policy and Comms, Finance.

**Black Country Chamber of Commerce Membership**

To engage with members to promote all things Chamber related.

**Wider Business Community**

To engage the wider business community to promote all things Chamber related.

**Sponsors and Business Partners**

Ensuring we provide the best possible return on their investment.

## 4. MAIN DUTIES AND RESPONSIBILITIES

### 1. Strategic Planning:

- Working with the Sales and Marketing Director to develop and implement comprehensive marketing and communications strategies that align with the Chamber's goals and implement the actions to complement the wider sales (lead generation within target buyer personas) and communication strategy (brand and content strategy). This includes setting measurable objectives, budget management, and continuous evaluation of the strategies' effectiveness.

### 2. Brand Management and Promotion:

- Manage and evolve the Chamber's brand identity.
- Develop branding materials and ensure all communications reflect the Chamber's values and mission.
- Ensure consistent branding across all communication channels.
- Promote the Chamber's services, events, and initiatives to members and the wider business community in the Black Country.

### 3. Digital Marketing:

- Oversee the Chamber's digital marketing strategy, including website management, social media, email marketing, and online advertising.
- Utilise SEO and analytics tools to measure and optimise digital campaigns and to maximise the usage of followers to support our members.

### 4. Public Relations and Media Relations:

- Keep the PR strategy alive with the use of media coverage and creative thinking.
- Work with the Chamber member SMEs to develop end-user campaign events (e.g. Customer Success stories via different contents (video, audio, articles)).
- Cultivate relationships with Industry influencers, key stakeholders and media representatives to enhance the Chamber's public profile.
- Manage press releases, media briefings, and public statements.
- Monitor public perception and manage crisis communications when necessary.

### 5. Internal Communications:

- Develop internal communication strategies to ensure staff are informed, engaged and aligned with the Chamber's vision and culture.
- Coordinate with various departments to streamline communication flows.

### 6. Event Promotion and Management:

- Oversee the event strategy to ensure Chamber events are delivered in line with the Chambers vision & culture.
- Promote Chamber events, including networking events, workshops, and conferences ensuring the sponsor is correctly aligned to the event with the correct amount of funding secured and managed to meet the event costs.
- Collaborate with event planning team to ensure effective marketing and communication of events.

### **7. Stakeholder Communication:**

- Develop and maintain communication channels with Chamber members, local businesses, government entities, and other stakeholders to produce campaigns that are relevant and add value for our members.
- Lead campaigns to promote public affairs and policy.
- Lead the production and distribution of Prosper magazine.
- Produce regular updates and newsletters.
- Tailor communications to different stakeholder groups to maximise effectiveness.

### **8. Budget Management:**

- Craft and manage the marketing & communications budget, optimising resources for maximum impact.

### **9. Reporting and Analytics:**

- Analyse and report on the effectiveness of marketing and communication strategies. The outputs and impacts will be reported to the Chamber Board.
- Analyse market data and customer feedback to refine marketing strategies and improve campaign effectiveness.
- Measure and report on the performance of marketing campaigns, providing actionable insights for continuous improvement.
- Conduct market research to understand industry trends (both regionally and nationally); the needs of Chamber members and identify new marketing opportunities.

## 5. PERSON SPECIFICATION

A person's suitability for the role and how they meet the below criteria will be assessed during the application, interview, and any assessment stages.

This role offers a unique opportunity to shape the public image and outreach efforts of the Chamber of Commerce, making a significant impact on the business community in the UK.

### PERSONAL ATTRIBUTES:

- Strong organisational and time management skills.
- High level of professionalism and ethical conduct.
- Creative and innovative thinker
- Adaptable and able to thrive in a dynamic environment.
- Passion for supporting and promoting business growth within the community.

### OTHER REQUIREMENTS

- Travel as required for the role
- Full driving license and access to a car with Business insurance cover
- Right to work in the UK.

| AREA  | ESSENTIAL | DESIRABLE |
|---|-----------|-----------|
| <b>QUALIFICATIONS</b>   |           |           |
| Bachelor's degree in marketing, Communications, or a related field. Or QBE  | ✓         |           |
| Proven experience (preferably 5+ years) in a senior marketing and communications role, preferably in a similar organisation or industry | ✓         |           |
| Master's degree in a relevant field   |           | ✓         |
| Experience in a non-profit or membership-based organisation   |           | ✓         |
| Established media and public relations contacts   |           | ✓         |
| <b>EXPERIENCE</b>   |           |           |
| An excellent communicator with demonstrable ability to develop communications that resonate with different target audiences             | ✓         |           |
| Demonstrable experience of leading organisational communications to achieve impact  | ✓         |           |
| Experience in leading and inspiring teams and colleagues to achieve new levels of performance and outstanding results                   | ✓         |           |
| Experience of managing & coordinating multiple programmes of activity,  | ✓         |           |



|   |   |  |
|---|---|--|
| simultaneously identifying interdependencies and conflicts in order to streamline activity for Members et al                          |   |  |
| Working with a multitude of internal and external stakeholders at all levels  | ✓ |  |
| External representation, delivering presentations and managing stakeholders   | ✓ |  |
| Experience of chairing meetings   | ✓ |  |
| <b>KNOWLEDGE &amp; SKILLS</b>   |   |  |
| Broad understanding of the business community in the West Midlands and current issues affecting it                                    | ✓ |  |
| Strong leadership skills, ability to motivate colleagues and bring people together from the wider team and ambassadors of the Chamber | ✓ |  |
| Strong communication and organisational skills  | ✓ |  |
| A good understanding of commercial drivers, opportunities and management  | ✓ |  |
| Ability to manage budgets and the adaptability to ensure margins are achieved, whilst dealing with unexpected occurrences             | ✓ |  |
| <b>OTHER</b>  |   |  |
| Demonstrate a commitment to the Chamber and its strategic objectives  | ✓ |  |
| Personal gravitas to work with stakeholders and represent the Chamber   | ✓ |  |
| Exhibit strong inter-personal and relationship building abilities   | ✓ |  |
| Proven ability to work independently with focus, determination and resilience   | ✓ |  |
| Demonstrate tact and diplomacy, with the ability to listen and engage effectively   | ✓ |  |
| Strong networking capabilities  | ✓ |  |
| Ability to foster and promote a collaborative team  | ✓ |  |
| Ability to commit time to conduct the role well, including travel and attending meetings out of office hours                          | ✓ |  |
| Enthusiasm and Energy!  | ✓ |  |

The above list is indicative only and not exhaustive.

## 6. GENERAL INFORMATION

### WORKING & DELIVERY

The Chamber has implemented a hybrid working approach which currently includes a minimum of two full days at the Chamber's office.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce's Head Office alongside other events and activities across the region as deemed relevant and necessary.

Our standard hours of work are 35 hours per week, Monday to Friday. Given the nature of the role and a varied events calendar, flexibility in response to business requirements will be expected - networking requirements, travel etc.

### REPORTING

This role will report into the Sales & Marketing Director

The role has four direct reports: Press & PR Officer, Events & Project Officer, Policy & Impact Officer and Digital Marketing & Communications Manager

### SALARY

The band for this salary is Band C.

### CONTRACT LENGTH

Permanent.

### PENSION & BENEFITS

Company Pension Scheme is 6% contribution based on an employee contribution of 2% (subject to government changes).

Death in Service Insurance, 3 x gross salary.

The Chamber is part of an Employee Healthcare Scheme.

## HOLIDAY ENTITLEMENT

The holiday entitlement is 25 days plus public holidays, and our holiday year runs from 1<sup>st</sup> January to 31<sup>st</sup> December. The postholder is entitled to a further full paid day of leave on their birthday (to be taken on their birthday or the next full working day).

Upon a full 12 months of service, employees also benefit from the following:

The Chamber traditionally closes for a number of days over the Christmas period which are in addition to your contracted holiday entitlement. This is at the CEO's discretion and employees who have not completed 12 months service may be required to save a number of days from their entitlement to cover this period.