

Job Profile

Job Title: Marketing and Business Development Manager (6 months fixed term contract)

Job Grade: Level 3 Zone 2

Salary Range: £36,984 - £42,526

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. We're home to the most important conversations happening today and making radical social change a reality, so that nobody gets left behind. Here's where you can help make a better future for us all by embedding and furthering the role of culture and creativity in transformation of place, and people's lives whether as audience, participant, maker, or producer.

We're a high performing Registration Service that sits within the customer services division in Camden Council. We're at the forefront of enabling customers to access all of our services online in the registration industry, and are excited to shortly be moving into our beautifully refurbished Old Town Hall in the heart of Kings Cross, opposite St Pancras International Station. The service registers approximately 10,000 births and 2,400 deaths, naturalise over 1,500 new citizens, and conducts over 1,000 weddings and other civil ceremonies.

About the role

You will help us to develop an outstanding wedding offer for Camden, using your skills in marketing and social media to promote Camden as the premier wedding location in London. You will market and promote the Council's Weddings/Civil Partnerships to local, regional and national audiences, generating a sense of prestige which also recognises the vibrancy of Camden and its residents. You will build connections that lead to increased volumes of civil ceremonies, helping us to achieve our ambitious income generation targets. You will develop marketing and business development strategies, to promote our "TietheKnot" branding, and develop a powerful social media presence, capitalising on our grade II listed Old Town Hall in the heart of London. You must be passionate about providing outstanding customer service.

You will bring a suite of skills centred on marketing and communications campaigns for civil ceremonies and other events. You'll be expected to build great relationships with our licensed venues in the borough, as well as engaging new venues, thereby increasing customer choice.

The role involves maximising income for the Camden Registration Service and The Council, increasing our market share of civil ceremonies, whilst seeking new opportunities for growth. You will make informed recommendations for new business and commercial opportunities, supported by the Service leadership team.

You will enhance the service's visibility and public image by developing and implementing a communications strategy, including website management. You'll be using a variety of marketing communications tools and channels to deliver the business' message to the general public, both directly and through the media.

Expectations

- You encourage ideas, improvements and measured risk-taking to deliver better approaches and services.
- Pro-active, self-motivated, able to prioritise to work effectively across a number of promotional campaigns.
- You have the confidence to approach the right stakeholders and partners and make recommendations or decisions early on and continually, throughout the development of new business opportunities.
- You have a critical eye and can identify areas of improvement, and will look for opportunities to grow our business, through partnerships and new initiatives, analysing the effectiveness of our current marketing strategy and developing new strategies.
- You take responsibility for the development of websites, brochures, advertising, social media, marketing campaigns and promotional offers. You act as the primary website contact for the service, managing and updating the website, developing ways to increase our digital offer and income potential.
- You will build relationships with Camden's internal Web, Communications and Design teams to maximise the Tie the Knot website's potential.
- You have an understanding of market segmentation and can effectively pitch marketing products to the rich and diverse society of Camden, resulting in increased volume of civil ceremonies and service take-up across the board.
- You will bring a track record in Wedding marketing, a network of connections in marketing, communications and media channels that speaks to and engages communities, residents, and potential visitors.
- Through your media networks you will be able to land coverage in relevant media publications and social media sites to extend our marketing reach and profile.
- Excellent written and oral communication skills, organisational and administration skills including competency with Word, Excel, Outlook and relevant database packages.
- Knowledge and experience of analysing data, feedback and measuring impact that improves the marketing offer and reach.

Work Environment:

The role will require some office working, some home working, and some working in the community. The post holder will be required to attend evening and weekend events.

People Management Responsibilities:

There is no line management responsibility.

Relationships:

The post holder will report to the Registration Service Manager. They will work closely with licensed venues, wedding suppliers, and wedding publications. They will also work with officers from other areas of council service e.g., communications, web team, and design teams. You will cultivate relationships with media partners as well as cultivating positive working relationships with press and media partners.

- Manages stakeholders and communicates with impact. Is trusted for commercial advice and is able to put technical considerations in plain language for stakeholders. Promotes knowledge and resource sharing within their team.
- Secures and acts on insight into customers, citizens, services and communities and ensure the service growth agenda meets these demands.
- Network broadly across the Council and particularly with professional service leads to maintain awareness of changes in agenda, approach or restrictions on service delivery and be prepared to adjust front line service delivery accordingly.

Over to you

We're ready to welcome your ideas, your views, and your help to reach and engage existing, new and diverse audiences.

Is this role politically restricted?

This role is not politically restricted

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the

application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,