

Oxford Road Corridor



Social Media & Marketing Manager Application Pack
AUGUST/SEPTEMBER 2020



Introduction

Our vision by 2025 is to be Manchester's cosmopolitan hub and world-class innovation district, where talented people from the city and across the world learn, create, work, socialise, live and do business; contributing to the economic and social dynamism of one of Europe's leading cities.

Oxford Road Corridor is Manchester's innovation district home to a unique concentration of knowledge, business and cultural assets. The area is overseen by a partnership comprising two world leading universities, the city council, NHS Foundation Trust, Bruntwood, Manchester Science Partnerships, an international conservatoire and representation from the city's leading cultural institutions. Our collaborative ethos enables us to capture opportunities and bring exciting projects to fruition.

What we're looking for

We're looking for a Social Media and Marketing Manager to help drive forward our social media presence and help us to define our unique proposition, whilst working with some of Manchester's most iconic institutions.

We need someone who shares our strategic vision but also prides themselves on their attention to detail. You'll be a clear communicator, as well as a strong copywriter who is at ease with dealing with a wide range of partners at all levels. You'll have experience of working in a digital marketing position and a drive to join a partnership where you can take on responsibility, grow your skills and make a real difference to the city.

It's a fast paced, busy role and you'll need to be a resilient person who relishes getting stuck in and managing multiple priorities and demands. You will manage a range of social channels, helping to tell our distinctive story. You'll contribute to linking people and ideas from across the partnership, and understand the role of culture in supporting our place-shaping aspirations.



Principal accountabilities

You will lead and manage the development of all marketing and communications activities on behalf of the Oxford Road Corridor. Act as a brand ambassador and guardian of the Oxford Road Corridor identity. Ensure appropriate use, positioning and communication of the visual identity and tone of voice for multiple audiences. Including, prospective students, businesses, investors, visitors, residents, partners and influencers.

KEY TASKS

- To develop and manage the preparation of content for the website including curating the partnership's 'what's on guide'.
- Overseeing social media content strategy and execution across social media platforms. Channels including but not limited to: Instagram, Facebook, Twitter, LinkedIn, YouTube, SnapChat, TikTok, etc.
- Deliver a range of marketing initiatives for the partnership including major events, festivals and targeted campaigns.
- Commission and manage external design and marketing agencies as appropriate.
- Collaborate and build positive relationships with marketing teams from across the partnership – leverage resource and expertise to support the partnership's objectives.
- Provide copywriting expertise and design direction to the partnership in the presentation and production of all marketing materials and liaise with external suppliers as necessary – ensuring high quality publications, market focus and value for money.
- Identify and promote news stories with media potential from across the partnership and maximise potential for other marketing and promotional communications channels.
- To oversee creative campaign development and photo/video shoot activity, working with external agencies and clients where appropriate.
- Undertake regular reviews of marketing performance and make recommendations for future strategy and planning.
- Develop performance management reports, and present these to the Partnership Director, Executive Board, and sub-groups of the partnership.



Skills and experience

Significant recent experience of working in a multi-function marketing role, preferably in a complex organisation or partnership.

- Proven track record of developing medium and long term marketing plans, and delivering successful marketing campaigns.
- Experience of writing, curating, project managing and delivering a wide range of professional, integrated marketing communications for online and offline use.
- Specialist knowledge and experience of digital marketing tactics and effectiveness in relation to social media.
- Experience of successfully managing and prioritising a wide range of marketing projects including major campaigns and complex messaging.
- An understanding of KPI metrics of social media channels, you'll be skilled in creating and executing engaging content that significantly increases audience and participation.
- The ability to write and edit high quality copy targeted at different audiences for different media, and proof read with meticulous attention to detail.
- The ability to create and edit high quality content using design applications such as Adobe InDesign, Illustrator and Photoshop.
- An understanding of place marketing techniques.
- Educated to degree level or have specific industry experience relevant to the role.
- A member of CIM or the IDM are desirable.



Benefits

You will be joining one of the city's most influential and ambitious partnerships, working to the Partnership Director on a wide range of exciting and interesting projects.

- This is an opportunity to play your part in shaping a unique innovation district in one of the UK's leading cities. You will be based at the heart of the innovation district, on Oxford Road, in modern offices, with the opportunity to work flexibly.
- We are a small team, but there will be opportunities to be engaged with other aspects of the Partnership's work, and the breadth of our membership provides great opportunity to understand the marketing priorities and brand positioning of this varied range of stakeholders.
- 25 days annual leave, Christmas closure days and bank holidays.
- The role is an initial 2-years fixed term contract paying: £35,845 p/a and access to a very competitive pension scheme.



Application deadline and how to apply

Deadline for applications is Monday 14th
September 2020.

To apply for the role please submit a covering
letter detailing why you're a suitable candidate
for the role and a copy of your most recent CV
to steven.cochrane@oxfordroadcorridor.com

