

Marketing Manager – Digital Isle of Man

HEO / Pay Band 19

What will you do?

This is an exciting opportunity to work in a principal role promoting the Isle of Man and its digital economy to a global audience. You will be part of the Department for Enterprise's Marketing and Business Intelligence team, which is responsible for widespread promotion and marketing of the Isle of Man, and supporting its diverse economy.

You will be responsible for delivering Digital Isle of Man's communication objectives, working closely alongside the Chief Executive of Digital Isle of Man and the various team leads.

Digital Isle of Man is responsible for the shared vision and strategy of the Isle of Man as an internationally well-regarded and diverse digital nation. The agency has big ambitions for the next 12 months and we are seeking an experienced, forward thinking and professional marketing manager to help us achieve our objectives.

The main function of this role is to support the Digital Isle of Man Executive Agency in executing and developing their marketing plans and strategy, but you may from time to time be required to support other Departmental functions depending on priority, and a degree of flexibility is required within this role.



What does this role involve?

You will:

- Execute the existing Marketing plan for Digital Isle of Man, undertaking a full handover from the current Marketing Manager
- Develop a clear understanding of the target audience for each sub-sector, undertake associated market research and develop marketing strategy for the future
- Represent the Marketing & Business Intelligence team on the Digital Isle of Man Board, with delegated responsibility from the Head of Marketing & Business Intelligence as board representative
- Manage resources and support the Digital Isle of Man Chief Executive in undertaking financial resource bids associated with Marketing as required
- Demonstrate clear ability to develop your own marketing plans that directly feed into the Digital Isle of Man Executive Agency objectives for sector growth, with a particular focus on

supporting the Strategic Partnerships team in their on-island communications, and securing lead generation opportunities for suitable businesses and stakeholders globally

- Manage brand identity for Digital Isle of Man, and feed in to Departmental objectives around developing the Island's national economic brand
- Produce comprehensive and meaningful reports on marketing activities (including monthly reports to the board), demonstrating the Marketing team's data driven ethos, taking on board the learnings and review/optimize activity as required
- Manage the Marketing Executive for Digital Isle of Man, taking a hands-on leadership approach to develop and support your team member, undertake annual PDR and be responsible for their continued progression
- Support the Department for Enterprise's Marketing and communications outreach in any other way that might be required
- Prepare media statements, speeches, presentations and briefing documents for Government officials, media, journalists, visiting delegates and industry as required
- Be responsible for event management, pre, during and post awareness campaigns and event logistics as well as sponsorships and partnership relationship management
- Provide input into budget setting, ensuring activities remain within the budget allocated and negotiate supplier costs
- Work with the Department's external suppliers for PR to best leverage opportunities to promote the Isle of Man's digital sector
- Content marketing, copy writing and preparation of news releases/ press statements
- Undertake procurement and external resourcing in line with Government Financial Regulations

Responsible for: Marketing Executive, Digital Isle of Man

Responsible to: CEO, Digital Isle of Man

What do you need to be successful in this role?

	Essential or Desirable	Method of Assessment
Credibility		
You:		
Have a degree in Marketing/Communications/Business	D	CV
Have a Professional Qualification in Marketing or PR, e.g. CIM Level 6 or DMA	D	CV
Have experience managing a team	E	CV/Interview
Have sufficient relevant marketing or communications experience at manager level	E	CV
Have experience delivering strategic marketing activities which support the full business development/sales pipeline	E	CV/Interview
Have experience measuring marketing performance	E	CV/Interview
Have experience in managing and reporting on a significant budget	D	CV/Interview
Have experience of managing and motivating a team	D	CV/Interview
Are positive and team-oriented, demonstrating a constructive approach to work of both the Executive Agency and wider Department	E	Interview
Build supportive relationships with colleagues	E	Interview
Are professional and credible	E	Interview
Capability		
You:		
Understand B2B Marketing strategy and have experience using B2B marketing channels	E	CV/Interview
Understand Government processes and policies, function of the Department and role of the Executive Agency	D	CV/Interview
Have proven project management skills and the ability to deliver to timescales	E	CV/Interview
Are highly organised and able to manage multiple projects at the same time	E	CV/Interview
Are future-focused and a creative thinker who can implement creative and engaging marketing content	D	CV/Interview
Have excellent interpersonal skills, written and verbal communication	E	CV/Interview
Have strong attention to detail - excellent proof reader	E	CV/Interview
Have good IT skills and are a proficient user of Microsoft Office applications	D	CV

Are comfortable dealing with and influencing a variety of people at different levels in different situations	E	CV/Interview
Encourage innovation and support change	E	Interview
Character		
You:		
Are a team player	E	CV/Interview
Are highly motivated, confident, resilient and have a positive attitude, energy and drive	E	CV/Interview
Are reliable and have a flexible approach to work - able to respond positively to changing demands	E	CV/Interview
Trust and are trusted	E	Interview
Inspire, motivate and empower	E	Interview
Other requirements		
You:		
Hold a full, clean driving licence	D	Application