

JOB DESCRIPTION



Marketing Executive Officer

Department for Enterprise – Business Isle of Man

Who are we?

Business Isle of Man, an Executive Agency within the Department for Enterprise, focuses on promoting and supporting a range of businesses in the export and local sectors. This includes Engineering & Manufacturing, Local Economy (comprising retail, hospitality and leisure) Medicinal Cannabis, Built Environment, Cleantech, and Food & Drink.

Our mission is working with industry to create an environment that enables business resilience and growth, positively impacting the Isle of Man's Economy. We do this through a dedicated and focused team that strives to build collaborative relationships across the private sector and Government.

Details about our objectives and priorities can be viewed in our [annual programme](#).

We are looking for a talented and self-motivated individual who will work as part of the Business Isle of Man team to provide dedicated marketing insight, delivery and support specifically for Food & Drink. The ideal candidate will be, experienced in event management, website maintenance and social media marketing and be a self-starter with great people skills.

What will you do?

You will be required to undertake specific projects and events intended to advance and enhance the profile of local produce. The aim of the role is to improve the viability and sustainability of Manx food and drink through a marketing-led approach.

The post holder will be responsible for the day-to-day management of marketing content plans, social media channels, public relations, events, brochures and printed materials, and newsletters. They will also have responsibility for running and managing the Food and Drink Website, will be accountable for a marketing budget as required for Business Isle of Man.

This role will require:

Promotion and Communication

- Work with the Marketing Manager to undertake marketing activities and producing marketing materials; updating relevant online channels and website, the creation of marketing assets, coordinating and advancing PR initiatives, and event promotion.
- Planning and managing marketing projects such as branding campaigns related to Manx produce and local food and drink provenance.
- Supporting the Business Isle of Man Marketing Manager with projects that relate to both food and drink and other industries, such as hospitality including initiatives like the Manx Menu.

- Working with media outlets locally and off-Island to develop and promote content, drafting content, copy, and press releases where relevant.
- Developing post-event reports, briefing documents suitable for political members and senior management and organising debriefs where required.
- Effective project management of all delivery of marketing activities ensuring projects remain within budget and on time.
- Manage the brand and campaign development of Isle of Man Food & Drink and key message dissemination.
- Budget management and invoice tracking and where required general admin support for the Marketing team.
- Working with website developer and the Marketing Manager to assist in development, content population and ongoing maintenance of the Isle of Man Food & Drink website.
- Measure and report on all tactical marketing activities, using results to underpin future activities.
- Help to manage Business Isle of Man's suppliers, such as advertising agencies, graphic designers to deliver creative to support campaign collateral and events.

Events

- Working closely with Head of Local Economy, Marketing Manager and Food & Drink industry stakeholders to plan, coordinate and organise events such as the Food and Drink Festival and the 'Manx Produce Marquees' at the Isle of Man's agricultural shows.
- Coordinate and manage attendance at externally run exhibitions to generate brand awareness, positive affiliation and media interest in the Island's food and drink producers. The nature of event work means that from time to time, applicants may be required to work outside of regular work hours.
- Organising related travel and logistics for events ranging from festivals to industry conferences.
- Identifying potential health and safety issues prior to the commencement of events that involve the public, liaising with specialists in order to reduce risks.
- Ensuring that events are compliant with Local Authority Bye Laws, Trading Standards, Food Hygiene regulations and other requirements.

Performance Measurement

You will undertake a range of actions and initiatives aimed at achieving defined annual objectives and targets, these will be measured by key performance indicators (KPIs). You will be responsible for monitoring and controlling these KPIs, ensuring data accuracy, and reporting progress against targets in a clear and effective manner. You will work with your line manager to define your specific objectives, deliverables and KPIs.

What does that involve?

To be effective in this role you will need to develop a strategic understanding of the food and drink sector and the businesses within that sector for which you are responsible, the business models they utilise and the markets they serve.

This role will require excellent communication and stakeholder management skills, as you will be working with multiple stakeholders including food & drink producers, event suppliers, other Government Departments, local authorities, political members, PR and Advertising agencies.

Grade: EO (Executive Officer) / Pay Band 13

Responsible for: N/A

Responsible to: Marketing Manager for Business Isle of Man

What do you need to be successful in this role?

Person Specification

	ESSENTIAL OR DESIRABLE	METHOD OF ASSESSMENT
CREDIBILITY		
Qualifications		
5 GCSE's (or equivalent) at Grade C or above, including English Language.	D	CV
Have a degree in Marketing/Communications and/or event management.	D	CV
Qualifications in health and safety e.g. IOSH.	D	CV
Experience		
Have relevant general marketing experience, ideally within a B2B sector.	E	CV/Interview
Have experience in running events and conferences and managing sponsorships and partner relationships.	E	CV/Interview
Experience of working with a wide and varied range of stakeholders from different sectors and backgrounds, including politicians/senior civil servants.	D	CV/Interview
Is professional and credible.	E	CV
CAPABILITY		
Effective IT skills; Microsoft Office, Word, PowerPoint, Excel and Canva, in relation to design, production of literature and contributing to presentations.	E	CV/Interview
Have experience working with Digital Marketing channels, CMS systems, and social media channels LinkedIn, Facebook, Instagram and Youtube.	D	CV/Interview
Excellent interpersonal and communication skills at all levels.	E	Interview
Has a good understanding of the scope and structure of Government.	D	Interview

Are a strong copywriter and can adapt your writing style to a variety of settings including social media, press releases and website articles.	D	CV/Interview
Project management skills and experience.	E	CV/Interview
Future focussed.	E	Interview
Encourages innovation and supports change.	E	Interview
Makes considered decisions.	E	Interview
CHARACTER		
Trust and is trusted.	E	Interview
Values constructive feedback from their line manager and team.	E	Interview
Are a positive team player with an optimistic approach to work.	E	Interview
Strong interpersonal skills.	E	Interview
Creative thinker and problem solver.	E	Interview
Ability to work under own initiative, with minimal supervision but able to recognise when to ask for assistance.	E	Interview
Strong attention to detail, working to a high degree of accuracy and able to reassess priorities to ensure deadlines are met.	E	Interview
Circumstances		
Isle of Man Worker.	D	Application
Full, valid driving licence.	D	CV/Interview
Willing to undertake further study/training.	D	Interview