

## **JOB DESCRIPTION & PERSON SPECIFICATION**

### **INCOME GENERATION AND MARKETING MANAGER – 2 Year Fixed Term Post**

#### **1 JOB PURPOSE**

1.1 To accelerate growth and increase income across a diverse range of Council Services including the effective marketing and promotion of income generation opportunities to the public and private sector.

#### **2 KEY RESPONSIBILITIES**

2.1 To lead the development and implementation of a THREE year plan that underpins the strategic goals of the Council recently adopted in its Income Strategy; which aims to maximise income and effectively market its income generating services.

2.2 Develop creative, integrated marketing campaigns around services that capture imagination, increase the Councils own brand awareness, embed operational excellence and drive continuous improvement.

2.3 Plan and execute integrated marketing campaigns by understanding commercial objectives, target outcomes, target timeframe and fees and charges opportunities across Council Services

2.4 Establish collaborative ways of working with public and private sector organisations in marketing our products, growing repeat business and building strong professional relationships.

2.5 Work closely with colleagues developing and rolling out the Councils Digital Strategy to establish digital platforms which support and encourage customers to use such platforms to transact with the Council.

2.6 Establish a range of new income streams, with particular emphasis on the Councils digital strategy to recover income promptly and efficiently.

2.7 Provide regular reports to Chief Officers on service portfolios bad debt provision and work with the portfolios to significantly reduce this figure

2.8 Develop a frame work of key outputs or measures to assist reporting and management of progress and delivery.

2.9 Research innovative thinking, and their application for Flintshire and any impact on fees and charges to ensure that these are fully maximised

2.10 Ensure connectivity with the Council Plan and support the discharge and achievement of targets set out within it

2.11 Create a commercial and externally focussed culture and joined up model for income generation across the Council to plan and develop new income streams, consistent with the current policies and procedures of the Council.

2.11 Income targets:- grow new income by the following:

Year 1 - £200,000 increasing by a further £300,000

Year 2 - £500,000 increasing by a further £200,000

Year 3 - £700,000

## **PERSON SPECIFICATION**

### **Essential**

- Experience of working within an income generation/marketing environment
- Proven track record of implementing income generation/marketing strategies and meeting targets
- A determination and perseverance to deliver agreed income targets
- Ability to think strategically and with a preparedness to support and assist service areas directly.
- Excellent inter-personal and negotiation skills
- A results-orientated focus
- Experience of gathering and creating effective supporting evidence and materials to enhance bid submissions when needed
- Ability to communicate effectively with others

### **Desirable**

- High level of literacy and numeracy skills
- Strong IT/social media skills, including Excel, Word and PowerPoint (able to run a Twitter account effectively)
- Ability to problem solve effectively
- Ability to communicate effectively - verbally and in written form to a wide range of audiences and through a variety of mediums
- Ability to build and sustain effective relationships with internal and external stakeholders
- Proactive project management and planning skills, with excellent attention to detail and high standards
- Excellent skills in gathering, analysing and using information and evidence from different sources to support income generation activity
- An ability to speak and read Welsh to a minimum of Level 1

### **Qualifications**

- Ideally educated to Degree level standard or able to demonstrate equivalent levels of attainment through relevant qualification or time related skills.