



# JOB PROFILE

<b>Post Title:</b>	Senior Marketing Manager
<b>Directorate:</b>	Central Support Service
<b>Responsible to:</b>	Head of Communications
<b>Responsible for:</b>	Brand Manager; Destination Marketing Officer
<b>Grade:</b>	Band G

## Job Purpose

To improve the lives of all within our community, raise awareness of St Helena as a place to live, learn, work and invest and help the Island thrive by leading and coordinating all St Helena Government (SHG) marketing activities.

With a key focus on improving visitor numbers and visitor expenditure, deliver destination marketing initiatives that develop the island's tourism sector.

The Senior Marketing Manager will report to the Head of Communications and will be part of the Communications Hub, overseeing the Marketing function.

To work closely with the Head of Communications, Head of Tourism, Chief Secretary, Governor's Office, St Helena Government UK Representative's Office, portfolio directors, senior officials and Ministers on all marketing matters.

To serve as a firm link strengthening working relationships, systems and structures between St Helena and the UK. This includes the UK Representative's office, media, travel/trade, contracted PR companies, partners and the diaspora.

To support a wide range of PR, product/service development, marketing issues and initiatives, and provide strategic marketing leadership for projects and partnerships.

This is a key role in fostering better relationships with the public and stakeholders, and better organisational performance.

The Senior Marketing Manager oversees the Marketing budget, contracts and partnerships, supporting the overall financial resilience of the public service.

## Main Duties and Responsibilities

1. Oversee the strategic management of all marketing material across the organisation. Coordinate all SHG's marketing materials to ensure alignment with SHG's strategic goals, helping to make St Helena an attractive place to live, work, learn, visit and invest.



## JOB PROFILE

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2. Market St Helena to attract tourists and improve visitor numbers by developing campaigns, coordinating events and promotional activities, both domestically and internationally by enhancing the overall image and visibility of the product.
3. Serve as the strategic steer for implementation and management of Brand St Helena both locally and internationally whilst working with the SHG UK Representative's Office, PR Partners and Brand Manager to ensure the continued roll out of the brand...
4. Work with the Senior Digital Media and Marketing Officer to enhance the brand across all digital platforms.
5. Lead the development of all marketing functions so they are positioned, resourced and staffed in a way that enables them to fulfil its role whilst achieving value for money and helping the organisation achieve national goals and strategies.
6. Lead development and management of SHG's marketing strategies, plans and activities. This includes creating, implementing and executing a Marketing Plan; St Helena Tourism Brand Strategy and Brand Plan; St Helena Government Brand Strategy and Brand Plan and St Helena Tourism Social Media Strategy and Plan.
7. Work as part of a wider project team (HR/OD, internal communications, employee representatives) to contribute to the development of an Employee Value Proposition (EVP), designed to attract and retain employees, making the Public Service an attractive place to work.
8. Oversee the creation, implementation and management of marketing, branding, PR, and communications strategies and plans, as well as oversee ground-level activities to execute the strategies/plans.
9. Ensure SHG's aims and actions are aligned with the goals and needs of the public and other key stakeholders, by identifying, implementing and maintaining marketing metrics that support more informed decision-making.
10. To be a figurehead for marketing St Helena as a tourist destination and Brand St Helena, both locally and internationally, including at key events domestically and internationally, such as travel/trade shows and by supporting the UK Representative at governmental events.
11. Strategically oversee and manage the shared marketing responsibilities of the UK Representative's Office, the Communications Hub and Tourist Office. Work closely with the SHG UK Representative's Office and with UK partners and stakeholders, establishing closer working relationships and better joint understanding of strategies, goals, projects and performance in order to increase the recognition and perception of St Helena within this key funding stream.



## JOB PROFILE

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12. Support and drive economic development opportunities through the effective identification, promotion and marketing of SHG, Tourism, Investment, and Trade activities, and key projects such as the St Helena Research Institute, the St Helena Cloud Forest Project and the Liberated African Advisory Committee, amongst others.
13. Oversee and coordinate use of metrics and other mechanisms for tracking brand awareness, perception etc., in order to support informed decision-making and enhanced performance.
14. Manage contracts for SHG's public relations companies and additional annual contracting as needed, such as for multimedia production. Provide strategic contractual oversight for St Helena Tourism contracted services by helping to manage relationships, provide strategies/plans for branding, sales and communications, and review outputs to ensure contractual targets and obligations are being met.
15. Develop and deploy effective strategies and approaches which proactively generate ways to enhance Brand St Helena internationally in publications, conferences and events, partnership activities and other forms of public relations, communications and advertising.
16. Oversee and execute the development of marketing materials across the entirety of SHG and its portfolios as needed, ensuring that the brand is embodied consistently. Ensure support is provided for on-brand, high-quality marketing materials.
17. Oversee and execute the creation of content and marketing materials to be used internally and externally, including for use in paid and unpaid media and within meetings, incentives, conferences and exhibitions (MICE) and travel/trade activities, and provide advice and training to staff to do the same.
18. Consistently review, update and coordinate all SHG's consumer touchpoints to ensure accuracy and alignment with the brand, including working closely with the Digital Media and Marketing Officers to enhance the brand on digital platforms. Improve the quantity and quality of public information and consumer touchpoints related to SHG, helping to increase public trust and revenue-raising opportunities.
19. Support and advise Ministers, the SHG UK Representative's Office and the Senior Leadership Team on all marketing matters. Where appropriate, assist colleagues with advice and preparations for activities like media interactions and public speaking, to ensure embodiment of brand and reflection of marketing strategies.
20. Manage the Marketing budget, ensuring value for money and strategic spending decisions.
21. Monitor, analyse and communicate the function's performance on a quarterly basis.



# JOB PROFILE

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22. Develop and ensure ongoing systems and practices for ensuring SHG-wide awareness of, and capabilities to carry out, strategic-level practices related to marketing, such as properly deploying branding.
23. Deputise for the Head of Communications if required.
24. Undertake all people management activities, such as absence management, managing performance, motivating and developing staff, and conflict resolution, conducting appraisals etc. and completing Manager Self Service (HR21) processes as required.
25. Provide leadership, management and development to support members of the marketing team to perform their roles competently and achieve team objectives and targets. Manage, direct and motivate the team to achieve value for money, high performance and good representation to stakeholders and the public. Provide assistance and advice for other portfolios and functions to do the same, enhancing internal and external relations helping to increase internal and external trust in the organisation.

## Special Conditions

The special conditions associated with this role is that some remote working and international travel will be required from time to time to make in person contact with key stakeholders and to ensure consistent brand implementation. For the proper performance of the responsibilities this post will not be limited to normal working hours, the post holder will, in response to the demands of the post, be required to work out of normal working hours.

This job profile is not an exhaustive list of duties and responsibilities. There may be other ad hoc duties that fall within the remit of the role that the job holder may need to complete. In addition, the job holder will be required to carry out any other reasonable duties as requested which are commensurate with the grading and level of responsibility for the role.



# JOB PROFILE

## Core Competency Framework

Competency	Level
<b>Professional Development:</b> Requirements for Continuous Professional Development met and when necessary submitted to Professional Institute in order to continue recognition of professional status.	iii
<b>Planning &amp; Delivery of Work:</b> Ensures appropriate resources and levels of capability to deliver to plan. Promotes and enforces appropriate organisational rules and procedures. Leads by example in managing business relationships.	iv
<b>Analysis and use of Information:</b> Identifies trends from complex or conflicting data. Takes steps to address the root causes of highly complex problems. Develops new policy and procedures.	v
<b>Decision Making:</b> Shapes new policies and sets long-term objectives. Understands the wider strategic environment to make appropriate resource decisions. Strategically processes the impact of decisions. Determines results which are aligned to strategic decisions. Ensures decisions are evidence-based drawing on available knowledge and past experience	v
<b>Working with Others:</b> Manages relationships with key stakeholders by utilising a high level of understanding of own and other's behaviours. Develops relationships with key stakeholders. Influences key stakeholders on issues relevant to the organisation. Creates an environment which will enable delivery of shared policy outcomes.	iv
<b>Communication:</b> Promotes communication across the organisation. Negotiates to reconcile individual competing priorities. Communicates the organisation's priorities. Summarises complex information in an effective manner.	v
<b>Influencing and Persuading:</b> Ensures strategies to support a diverse workforce are implemented. Recognises and anticipates the needs of senior managers and government officials Presents unpopular messages confidently. Varies style of communication to have maximum impact on audience. Influences to maintain a balance between individual motives and directorate/departmental requirements. Integrates logic and emotion to construct and convey complex arguments in a face to face situation.	iv



# JOB PROFILE

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Competency	Level
<b>Dealing with Change:</b> Takes wide view of strategic needs. Directs and drives organisational change. Evaluates the impact of change on the organisation. Initiates attitudinal change across the organisation. Provides appropriate support mechanisms during a period of change.	v
<b>Continuous Improvement:</b> Keeps up to date with developments that affect SHG and anticipates what may affect it in the future. Creates an environment which allows people to improve the way they work. Creates an environment where employees and colleagues work to improve the way things are done.	iv
<b>Managing Resources:</b> Ensures appropriate resources and levels of capability to deliver to plan. Uses management information to monitor/control resources. Supports initiatives for new and more efficient use of resources. Gains respect and credibility from team members through effective delegation, coaching and development.	iv



## PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
<b>Qualifications:</b>			
Bachelor's Degree in Marketing, Public Relations, , Communications or equivalent level of demonstrable attainment or experience	E	√	√
Professional Certificate in Marketing, Public Relations, Communications or management/leadership or equivalent level of demonstrable attainment or experience	D		√
<b>Knowledge &amp; Experience:</b>			
In-depth knowledge of creative PR and marketing techniques that enable the post holder to manage all aspects of marketing and PR at a corporate level	E	√	√
In-depth knowledge of St Helena Island and its community, as well as St Helena's positioning and standing relative to other locations	E	√	√
Solid experience of successfully creating and leading teams to execute comprehensive marketing and public relations strategies, projects, campaigns and plans, including branding	E	√	√
Demonstrable experience in managing resources and budgets, ideally at £100k/annum and over	E	√	√
Proficiency using Microsoft and Adobe Creative suites, as well as other marketing-related software like file transfer services and Google analytics, and training staff to do so themselves	E	√	√
Experience in marketing-related programmes, such as Hootsuite, Conversocial, Monster Insights etc.	E		√
Experience designing and implementing marketing / PR campaigns including social media promotion	E		√
Knowledge spanning marketing, social media, PR, communications, product development, leadership/management, metrics, and strategic planning	E		√
Experience working with and advising experts and leaders outside of own professional area	E		√
Experience leading small teams through change, for instance changes in structure	D		√



## PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Solid understanding of the social, economic and political environment of the public service and its portfolios; the local private sector; the diaspora; and how St Helena interplays with other locations internationally, both politically and as a visitor destination (and how the island links to the UK)	D		√
Experience effectively managing contracts with individuals and companies	D		√
<b>Skills and Abilities:</b>			
High level verbal, written and digital communications skills, including the ability to explain complex ideas and engage people, sufficient to engage with all levels of personnel across the public sector locally and in other jurisdictions, as well as with partners (like tour operators), elected members, media, contracted parties and the private sector	E	√	√
Excellent analytical skills with an aptitude for developing innovative solutions to complex issues	E		√
Ability to be succinct and engaging in summarising high-level ideas (e.g. 'what St Helena is all about') across a wide variety of audiences	E		√
Ability to implement innovative internal changes that shift large, well-resourced teams into small, under-resourced teams that perform equally or better than before	D		√
Multimedia creation including video production, graphic design, text writing and photography across different mediums and platforms	D	√	√
Ability to define and use analytics to support decision making	E		√
Ability to use critical thinking, professional judgement and diplomacy to problem solve and make decisions	E		√
Confident in using ICT systems relevant to role, including Information Management Systems, MS Office	E		√
Demonstrable awareness of business management	D	√	√
Strong interpersonal skills including motivational, negotiating, influencing and relationship building	E		√
Excellent time management and organisational skills, including ability to work under pressure and to deadlines	E		√



## PERSON SPECIFICATION

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Criteria	Essential / Desirable	Application Form	Selection Process
Is approachable and confident in leading programmes, projects, teams and initiatives that have significant resources and strategic impact	E		√
<b>Other:</b>			
Willingness to work flexibly – some evening work may be required.	E		√
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E		√
Contribute to a positive working environment ensuring commitment to equality and diversity.	E		√

### Our Values

#### FAIRNESS

We act as role models and have fair and consistent standards. We champion equality, inclusion and respect.

#### INTEGRITY

We communicate openly and we are honest, accountable and ethical.

#### TEAMWORK

We work together and we support each other.

### Professional or Career Progression Cadre Competency Framework

N/A