



JOB DESCRIPTION

Role:	Marketing Advisor/Manager
Location:	Solent LEP Area – Southampton and Portsmouth area
Contract:	Full time, fixed term contract until July 2023
Salary:	£30,000 - £35,000 p.a. depending on skills & experience

OVERVIEW OF ROLE:

YTKO supports businesses through the whole cycle of growth, from pre-start and start-up to sustainability and growth, via a blend of branded services. We have secured funding to deliver growth support to SME businesses in the Solent Local Enterprise Partnership (LEP) region along with a generous grant programme that successful clients can use for the purchase of new equipment, expertise and services as part of their ambitious growth plans. Our services in this contract will be offered under our GetSet Accelerate Solent brand and funded by the European Regional Development Fund (ERDF).

GetSet Accelerate Solent is a specialist service tailored for small businesses with the potential and ambition for sustainable growth. It helps SMEs overcome the two biggest barriers to growth – generating sufficient profitable customers and accessing growth finance.

We are looking for a Marketing Advisor/Manager to join our team, who will be responsible for delivering the marketing plan. They should have excellent writing and communication skills, have a good eye for effective design, and be skilled across a wide range of media, with an understanding of how to reach and influence business audiences. The successful candidate will have a well-developed knowledge of both digital and traditional marketing, including skills in managing, creating and developing online marketing channels.

Digital campaigns are a key aspect of our marketing approach, from lead generation to client support and training, the role of will be instrumental in delivering these channels. Additionally, you will be involved in the delivery of offline promotional activities including events/webinars and have responsibility for the design and delivery of marketing training to clients.

You will also be responsible for promoting our grant programme to suitable businesses utilising the marketing mix for optimum impact and using market research techniques and content creation to drive successful lead generation. You will also help clients utilise the right marketing strategies to strengthen their bids for grant support, in line and compliant with YTKO's grant management procedures.

As part of our small and busy team, you may be called upon to deputise for the Programme Director and to build and maintain effective relationships with network of stakeholders, referral partners,



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influencers, service providers, business networks and organisations of all kinds across the public and private sectors. Reporting to the Programme Director, this role will also have a 'dotted line' reporting responsibility to the YTKO Marketing Director.

SPECIFIC DUTIES:

- Working closely with the Marketing Director, Programme Director and Business Advisors to plan and implement a range of direct demand generation activities and marketing campaigns to ensure target numbers are achieved for each. Demand generation activities will include writing content for regular e-newsletters and creating and disseminating a range of engaging printed collateral.
- Ensuring a strong social media presence (including Facebook, Twitter, Instagram and LinkedIn) and good reputation for the project within the business and partner communities.
- Providing regular content updates for the GetSet Accelerate Solent website, as well as managing SEO, PPC and AdWords campaigns, and feeding in opportunities for case studies and success stories.
- Securing media partners and writing press releases to promote activities
- To work with existing businesses to support them to develop effective marketing strategies and practical plans.
- To build strong client referral relationships with all providers of complementary business support, in particular with the private sector.
- Deliver a range of marketing workshops/training to a high standard, and 1:1 sessions with clients to help them with their marketing strategy and plans. (Note that workshops and other meetings are likely to be initially conducted remotely, as a response to Covid-19 guidelines).
- Have, or quickly build, an extensive network of, and excellent working relationships with, a wide range of organisations and partners, attending networking events and planning/executing marketing activities to ensure a robust pipeline to meet contract outputs and KPIs.
- Deliver excellent client service at all times to clients, funders and partners. The maintenance of our quality standards and strong reputation is of great importance.
- Identifying and highlighting public and private sector market opportunities and needs that YTKO could satisfy.
- Assisting with compiling and submitting information to commissioners as required.
- Ensure that any financial expenditure is properly incurred and expended, that risk and health and safety matters are properly managed, and that all YTKO processes, policies and systems are adhered to. In particular this includes the follow up monitoring procedure, maintaining the relationship with the client, and that outputs are eligible and appropriately evidenced.
- To provide high quality, timely, accurate and intelligent reporting to senior YTKO management, our consortium and commissioning partners and to the local team in line with contract requirements.
- Proactively seek to add additional value to the service, our clients, funder and partner, and to YTKO.
- Support the YTKO Central Marketing team in marketing and communications activities.



PERSON SPECIFICATION:

Required Skills:

- Over three years Marketing experience
- Previously worked with a range of channel and business partners
- Experience across all aspects of the marketing mix
- Experience in B2B/Digital marketing
- Excellent written and spoken English
- Fluent in Microsoft Office, and experience of CRM systems
- Excellent organisational skills
- Good copywriting skills
- Excellent time management
- Confident communicator

Personal Attributes and Qualities

You will be someone with strong interpersonal skills, and knowledge and understanding of marketing strategy and a wide range of tactics across the marketing mix.

You'll be an enthusiastic, highly motivated, entrepreneurial team player, with the ability to build and maintain relationships with a wide range of clients and partners. Confident and articulate, outgoing, you'll be able to manage your workload effectively and be excited about making a measurable impact.

You'll need demonstrate a good understanding of, and absolute commitment to, diversity and equality, and share our passion for, the culture, vision and aims of GetSet Accelerate Solent. You'll enjoy being part of a cohesive, focused team and delivering the highest quality results. Ensuring the company ethos of client-focused delivery, innovation and value-add is demonstrated to clients, partners, funders and stakeholders is a key part of our culture.

If this sounds like you, please complete our Application and Equal Opportunities form using the Apply Online button. There is no closing date for this vacancy, we will start interviewing as soon as good candidates appear. We envisage a start date as soon as is possible for the right candidate.

YTKO has a strong value set to which all our team have contributed to and demonstrate on a daily basis. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability, firmly believing that a diverse and inclusive team, underpinned by a great, flexible culture, is fundamental to our success.



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About the European Regional Development Fund:

The GetSet Accelerate Solent programme and this role within it, is part funded by the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020, and the UK Government. The Ministry of Housing, Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

