Job Title: **Marketing Executive - Bus Service Improvement Plan (BSIP) Projects**

Purpose: **To plan, deliver and evaluate marketing activity to promote bus travel, working collaboratively with internal and external stakeholders, partners and agencies.**

Safety Rating:

Remuneration: Salary Band 3

1. Principal areas of responsibility

1.1 Ensure bus travel is positively promoted through the delivery of impactful marketing campaigns.
1.2 To support with the development and delivery of a BSIP marketing plan.
1.3 Collaborate with colleagues across Nexus and Transport North East to meet the objective of growing bus patronage.
1.4 Manage external agencies, namely media buying, customer experience, and creative, to ensure the necessary outputs are delivered against marketing objectives.
1.5 Gather and review customer intelligence, working with market research colleagues and established insight-gathering panels and groups to gather consumer insight on campaign routes and tactics.
1.6 Support with the delivery of a new travel website for Durham, Northumberland and Tyne and Wear, working closely with all internal stakeholders, BSIP partners and agencies.
1.7 Identify opportunities to test new channels and innovate with marketing activity, keeping abreast of trends within the transport industry and in the broader marketing landscape.
1.8 Effectively evaluate all marketing campaign activity across online and offline channels and communicate progress against plans to all relevant internal and external stakeholders.

2. Dimensions

2.1 Communications

2.1.1 To confidently communicate across Nexus, Transport North East and externally with all relevant stakeholders, partners and agencies on designated projects.
2.1.2 Ensure clear reporting of progress against plans to all internal and external stakeholders and partner feedback is sought and acted upon.
2.1.3 Understand how to tailor messages to different audiences to aid understanding and have impact.

2.2 Decision Making & Problem Solving

2.2.1 Time management and prioritisation of work to ensure projects are delivered on time.

2.2.2 Strong evaluation skills to ensure ROI of any marketing spend and determine future plans.

2.3 Initiative & Independence

2.3.1 Will be required to show initiative, plan own work, deal with some problems and liaise with line manager as appropriate on delivery of campaigns, work streams or projects.

2.3.2 Manage external agencies - ensure they are effectively briefed, hold regular status meetings, ensure deadlines and brand guidelines are met and all activity is evaluated to enable continuous improvement.

2.4 Resources

2.4.1 No budgetary responsibilities.

2.5 People

2.5.1 No responsibility for other employees.

2.5.2 Work effectively within a team.

2.5.3 Engage and build good working relationships with key internal and external stakeholders.

2.6 Health & Safety

2.6.1 Ensure own compliance with all relevant company health and safety standards and policies and relevant legislation.

Job Title	
Job Evaluation date	
Grade	
Compiled by	
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Date	Version	By	Summary of Changes

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