



Ipswich Borough Council  
Job Description: Marketing Business Partner

**Main Purpose of Job**

The marketing team are responsible for marketing services for Ipswich Borough Council and its group traded companies. As part of the marketing and communications team this post plays a key role in helping to raise the profile and awareness of the council's services and brands through the implementation and coordination of a range of web and digital activities.

**Main Duties**

Key responsibilities included coordinating and delivering marketing campaigns from planning through to implementation, creating and managing marketing content and assets across digital and traditional channels, monitoring campaign performance against business targets, and producing reports using data and market insights to evaluate success.

The role also involved identifying opportunities to maximise audience reach, supporting business growth through targeted marketing activity, maintaining accurate records, and working closely with internal teams and stakeholders to ensure the effective promotion of products, services and brands.

- Support the creation and delivery of the 12-month rolling annual marketing plans.
- Project manage all marketing activities to support its client's objectives.
- Campaign asset creation and management for both on and off-line activation.
- Ensure all marketing activity supports business conversion targets.
- Prepare marketing activity reports, using data analytics to measure success.
- Gather information on market research, forecasts, competitive analyses, campaign results, and customer trends.
- Coordinate ad hoc campaigns to take advantage of commercial opportunities.
- Develop creative ideas and test new market channels and audiences to grow reach.
- Maintain accurate marketing records within the organisations CRM system.
- Collaborate with the in-house design team to create hard copy marketing literature to promote the client's services.
- Attend trade shows and networking events to support the promotion of the client's brands.



Ipswich Borough Council  
Person Specification

**IPSWICH**  
BOROUGH COUNCIL

| ATTRIBUTES                 | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | DESIRABLE                                       | METHOD OF ASSESSMENT         |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|------------------------------|
| <b>Qualifications</b>      | CIM level 5 or above or 3+ years qualitative experience of technical and organisational knowledge within the marketing profession.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Evidence of continuing professional development | Application form / interview |
| <b>Relevant experience</b> | <p>Previous experience in a fast-paced marketing environment.</p> <p>Experience working in public sector, regulated, or complex organisational environments.</p> <p>Significant experience in marketing, with a strong focus on campaign management.</p> <p>Proven ability to develop and deliver successful, integrated campaigns.</p> <p>Strong strategic thinking with the ability to translate insight into action.</p> <p>Excellent writing, editing, and storytelling skills.</p> <p>Experience managing multiple stakeholders, including senior leaders.</p> <p>Strong project management and organisational skills.</p> <p>Experience using data and analytics to evaluate campaign effectiveness.</p> <p>Demonstrated ability to manage budgets and external suppliers.</p> | Knowledge of behavioural change communications. | Application form / interview |

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| <b>Specialist knowledge</b>       | <p>Experience in managing GDPR/Copy Right compliance.</p> <p>Ability to use a range of IT and web-based systems including different software applications.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>Previous experience in use of project management systems.</p> <p>Political acumen and awareness of local government structures.</p> | Application form /<br>interview |
| <b>Personal Skills</b>            | <p>Excellent communication skills both written and verbal.</p> <p>Team worker, but able to use own initiative to prioritise and manage own workload and make decisions.</p> <p>Ability to be adaptable and work flexibly with colleagues to prioritise and deliver projects.</p> <p>Proven ability to use initiative and think creatively.</p> <p>Proven excellent organisational skills.</p> <p>Ability to build credibility with a range of stakeholders.</p> <p>Ability to adapt quickly to changing circumstances.</p> <p>Understanding own capabilities within the job role and knowing when to refer queries to senior colleagues.</p> <p>Ability to work well under pressure and an ability to set realistic personal deadlines.</p> <p>Ability to work collaboratively building trust and confidence.</p> |                                                                                                                                        | Application form /<br>interview |
| <b>Special working conditions</b> | Requires flexibility to support evening and weekend events when necessary. Occasional travel is required to attend events and promotional activities across the borough and wider area, ensuring effective delivery of                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                        | Application form /<br>interview |

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|  | <p>campaigns, stakeholder engagement and on-the-ground support for key projects and initiatives.</p> <p>Ability to work in a very busy/pressurised ever changing environment.</p> |  |  |
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