

Position: Market Intelligence, Data and Strategy

Organisation: Marketing Nottingham and Nottinghamshire

Reporting to:	Chief Exec
Salary:	£27,500 - £32,500 per annum
Term:	Full time, permanent
Location:	Nottingham City, 'Hybrid' working model with a combination of remote working and flexible working office space
Placed On:	30 th August 2024
Closes:	26 th September 2024
Job Ref:	MNNMIDAS24

Our offer to you

People are at the heart of what we are and do.

Marketing Nottingham and Nottinghamshire (MNN) is proud to have been part of the city and county for 25 years, and we continue to strive for excellence in all we do, leading our region to be recognised as an amazing place to Live, Work and Play.

We want to attract talented people from across the city and beyond, support them to succeed, and celebrate their success. Committed to helping the people who work here to develop through accessing training to elevate current and develop new skills, providing development opportunities and encouragement to reach their full potential.

We believe there is no such thing as a typical member of staff and that diversity is a source of strength that underpins the exchange of ideas, innovation, and debate. We warmly welcome people from all backgrounds and are committed to fostering an inclusive environment where diversity is at the heart of who and what we are, and how we work.

Supporting our people to achieve a healthy work/life balance is important both to our employees and to the success of the organisation and, depending on the role, we offer a variety of flexible working arrangements. We therefore welcome discussions on all forms of flexible working.

In addition, you will receive a generous package of benefits including 30 days paid holiday a year, one paid day a year for volunteering, occupational sick pay, and a pension scheme.

Marketing Nottingham and Nottinghamshire is based in Nottingham City but our team travel and work across the whole region to support our members and deliver our opportunities. We have flexible office space in the city centre with access to the main bus and tram routes and the train station. Nottingham City has many amazing facilities such as art galleries, theatres, museums, gyms and sports centres, shops, places to eat and drink and the Arboretum and gardens for you to explore and enjoy.

The Organisation

Marketing Nottingham and Nottinghamshire serves as the official place marketing organisation promoting economic growth across the region. Our primary objective is to enhance the area's reputation, attracting

businesses, visitors, and investors, thereby playing a pivotal role in driving the local economy and showcasing the region's diverse offerings.

Operating under the MNN umbrella, our organisation focuses on five key areas:

1. **Partners:** Our Partner members commit to supporting our Inward investment work through a fee-paying membership and by championing our offer. In turn we work closely with our members across the region, providing valuable insights and data on the prevailing economic landscape. By keeping them updated on local and national agendas that may impact their operations, we contribute to their success. Moreover, we ensure the dissemination of our region's messaging creating a consistent voice for broader use by all.
2. **Invest:** Supports businesses, both from the UK and internationally, in establishing a presence within our region and working with existing businesses to facilitate their growth and expansion.
3. **Visit:** Plays a pivotal role in promoting the region's attractions and offerings to support our vibrant visitor economy. Through targeted national and international campaigns, we strive to raise awareness of our region and attract more visitors to the area.
4. **Meet:** Collaborating with our partners, we attract and secure national and international conferences and events. Leveraging our extensive network of venue types and locations across the region, we facilitate seamless connections between companies and suitable event venues.
5. **Tourist Information Centre (TIC):** Our TIC serves as a vital resource for the public, offering comprehensive information about the city and county, as well as guidance on available activities. Additionally, we provide various services, including event bookings, travel support, and a diverse range of souvenirs and corporate gifts.

Despite our diverse focus areas, we foster a culture of collaboration and support within our organisation. We provide a conducive environment for open, critical thinking, facilitating the creation, sharing, and dissemination of knowledge among our team members.

Join us at Marketing Nottingham and Nottinghamshire as we continue our mission to drive growth and showcase the unparalleled opportunities and experiences that Nottingham and Nottinghamshire has to offer.

The Role

Job Purpose:

This role will help to determine the direction of the organisation, contribute to the voice of the region and the elevation of the successes from across the city and county.

Providing a core resource to the organisation for the collection and analysis of data relating our activities. Creation of key insights into Nottingham and Nottinghamshire's economic and sector strengths and to

refine and develop economic and sector strategies and make recommendations for new and existing Marketing Nottingham and Nottinghamshire campaigns.

Working across all departments, this is a central role that will help us to be data driven and the central location for data, stats and insight for our region.

Key Accountabilities:

1. Interrogate internal systems for positive insights ~~and produce reports for teams to highlight trends, opportunities and challenges (including Beauhurst database, STEAM annual report, STR monthly reports and any other internal platforms and reports where data is collated and preserved).~~ ~~(no longer subscribe to FDI Benchmark, however this section could be less prescriptive to leave flexibility for varying platforms)~~
2. Draw out key opportunities and define optimal economic and sector messages.
3. Collate and analyse Data on behalf of MNN. Be the central source of data (both internal and external) for the organisation, collating from across our activities and the region for use internally ~~and for promotional work~~ and to benchmark against national trends and other destinations.
- ~~3.4.~~ Work alongside all teams to create and analyse business and consumer surveys, event questionnaires and draw conclusions that will help identify opportunities and support with building a comprehensive data set for the business.
- ~~4.5.~~ Increase profile of Nottingham and Nottinghamshire as a place to invest, visit, meet, work and study.
- ~~5.6.~~ Alongside the Marketing and Comms team maximise proactive PR opportunities, provide content and data for reacting and mitigating when necessary.
- ~~6.7.~~ To make Nottingham become known for a nationally or internationally leading position in agreed priority sectors or sub sectors.
- ~~7.8.~~ Understand robust, growing and emerging sector activity and the strengths of our local workforce.
- ~~8.9.~~ Compare local insights with wider sector activity and investor behaviour trends.
- ~~9.10.~~ Work across the organisation to refine and develop strategies that support inward investment and Meet in Nottingham pipeline and growth of the visitor economy.
- ~~10.11.~~ Use reports, press, and research and analysis tools to draw out key opportunities and define optimal messages for both known and unknown prospects.
- ~~11.12.~~ Create and manage a list of interesting reports for horizon scanning.
- ~~12.13.~~ Build relationships with local, regional and national partners and stakeholders to influence messages and ensure our information is up to date.
- ~~13.14.~~ Work seamlessly with EMCCA and other partners and stakeholders to consider alignment of inward investment activity with strategic development priorities across the combined authority, and cohesion with the visitor economy.
- ~~14.15.~~ Create database of 'killer facts' and accolades as a 'single source of truth' for our members and partners and for promotion of the region.
- ~~15.16.~~ Analyse activity coming out of Core Cities, Marketing Derby, WMCA, Invest in Leicester and other DMO's.
- ~~16.17.~~ Draw strength from local partners and stakeholders and create key insights that can be publicised across partners' campaigns as well as our own to drive a collective advantage.
18. Create and maintain filing structure for easy access to data.

19. Support with data gathering when needed for project reporting including SPF and other current and upcoming project work.

17-20. When needed support teams across the company with research and data gathering including gathering data of major events and conferences to bid for, highlights for annual reviews and other reporting.

18-21. Support the delivery of the vision and activities of Marketing Nottingham and Nottinghamshire.

Additional Responsibilities:

- Perform any other reasonable duties as directed by line management.

Person Specification

We are seeking a highly motivated individual that is collaborative and able to work in a fast paced, multi-project environment.

You will be self-driven, independent and team able with excellent time management and organisational abilities.

1. Data Analysis and Interpretation	
Description: The ability to collect, analyse, and interpret data to extract meaningful insights and support decision-making	Indicators: <ul style="list-style-type: none"> - Collects and analyses data from internal and external sources accurately. - Identifies trends, patterns, and anomalies in data sets. - Translates complex data into clear, actionable insights. - Uses data to inform strategic decisions and recommendations.
2. Strategic Thinking	
Description: The ability to think long-term and develop strategies that align with organisational goals and market opportunities.	Indicators: <ul style="list-style-type: none"> - Develops and refines economic and sector strategies based on data insights. - Identifies key opportunities and defines optimal economic and sector messages. - Aligns data-driven insights with organisational goals and priorities. - Makes informed recommendations for new and existing campaigns.
3. Communication Skills	
Description: Excellent verbal and written communication skills, with the ability to convey complex information clearly and persuasively.	Indicators: <ul style="list-style-type: none"> - Communicates data insights and recommendations effectively to various stakeholders. - Provides content and data for proactive PR opportunities. - Collaborates with the Marketing and Comms team to maximise communication impact.

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	- Prepares and presents reports, press releases, and research findings.
4. Collaboration and Relationship Building	
<p>Description:</p> <p>The ability to work collaboratively across departments and build strong relationships with internal and external stakeholders.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Works seamlessly with EMCCA, LAs and government to align activities with key priorities. - Builds and maintains relationships with local, regional, and national partners. - Engages stakeholders to ensure information is up-to-date and relevant. - Facilitates cross-departmental collaboration to refine and develop strategies.
5. Sector Knowledge and Market Insights	
<p>Description:</p> <p>In-depth understanding of economic sectors, market trends, and investor behaviour.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Understands robust, growing, and emerging sector activity. - Analyses local insights in comparison to wider sector trends. - Identifies the strengths of the local workforce and regional economic advantages. - Keeps abreast of sector activity from Core Cities, regional Destination Management and Inward Investment Organisations
6. Proactive Opportunity Identification	
<p>Description:</p> <p>The ability to identify and capitalise on opportunities for the organisation and the region.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Identifies key opportunities using reports, press, and research tools. - Ability to compile a list of interesting reports for horizon scanning. - Creates and manages a database of facts and stats. - Draws strength from local partners and stakeholders to publicise key insights.
7. Project Management	
<p>Description:</p> <p>The ability to plan, execute, and manage projects effectively, ensuring they are completed on time and within scope.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Develops detailed project plans with clear timelines and milestones. - Tracks progress and manages project deadlines effectively. - Coordinates with team members and stakeholders to ensure successful project completion. - Identifies and mitigates potential risks and obstacles.
8. Attention to Detail	

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<p>Description: High level of accuracy and attention to detail in all tasks and responsibilities.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Ensures all data and reports are accurate and free from errors. - Maintains an organised filing structure for easy access to data. - Carefully reviews all materials before distribution or presentation. - Monitors the accuracy and relevance of information used for promotional work.
<p>9. Technical Proficiency</p>	
<p>Description: Proficiency in using relevant software and technology to support data collection, analysis, and reporting.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Demonstrates proficiency in data analysis tools and software. - Utilises technology effectively to enhance productivity and efficiency. - Stays updated on new tools and software that could improve data management processes. - Troubleshoots common technical issues and seeks assistance when necessary.
<p>10. Adaptability and Flexibility</p>	
<p>Description: The ability to adapt to changing circumstances and priorities while maintaining effectiveness.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Responds positively to changes in market conditions and organisational priorities. - Demonstrates flexibility in taking on new tasks or adjusting plans as needed. - Maintains effectiveness and productivity in a dynamic and fast-paced environment. - Quickly adapts to new tools, technologies, and processes.
<p>11. Results Orientation</p>	
<p>Description: A strong focus on achieving results and driving the organisation's success.</p>	<p>Indicators:</p> <ul style="list-style-type: none"> - Sets and meets ambitious targets for data collection and analysis. - Continuously seeks ways to improve performance and achieve better results. - Analyses performance data to identify areas for improvement. - Celebrates successes and learns from setbacks to drive continuous improvement.

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<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> - Bachelor's degree in Business, Economics, Marketing, Data Science, Statistics, or a related field or equivalent professional experience. - Advanced knowledge of data collection and analysis techniques. - Proficiency in statistical software and tools such as SPSS, SAS, R, or Python. - Proficiency with data visualisation tools like Tableau, Power BI, or similar. 	<ul style="list-style-type: none"> - Master's degree in a relevant field. - Certifications in Data Analysis, Market Research, Business Analytics, or similar areas (e.g., Google Analytics, Microsoft Certified: Data Analyst Associate). - Project Management certification (e.g., PMP, PRINCE2). - Knowledge of the economic landscape of Nottingham and Nottinghamshire, including key industries and sectors - In-depth understanding of economic principles and sector-specific trends. - Advanced proficiency in Microsoft Office Suite (Excel, Word, PowerPoint). - Knowledge of CRM systems and database management.

*Note: Applicants are requested to provide evidence of the above essential criteria in their applications and, if successful, during the interview process. Additional assessments may be required, such as online tests, exercises, scenarios, and/or psychometric testing.

For application submission, any questions or would like to arrange a call, please email recruitment@marketingnottingham.uk