

Position: Marketing and Communications Officer

Organisation: Marketing Nottingham and Nottinghamshire

Reporting to:	Marketing Communications and PR Manager
Salary:	£32,000 – 34,000 per annum depending on experience
Term:	Permanent
Location:	Nottingham City, 'Hybrid' working model with a combination of remote working and flexible working office space
Placed On:	17 th August 2026
Closes:	18 th September 2026

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 over 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 and deliver our members. 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 help create a consistent voice and messaging for the region.
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.

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

The Role

The Marketing and Communications Officer is a hands-on marketing role with particular responsibility for the organisation's digital channels, including websites, social media, email marketing, SEO and digital performance. Working as part of the wider Marketing and Communications team, the postholder will support the delivery of integrated campaigns that promote Nottingham and Nottinghamshire to local, national and international audiences across both B2B and B2C markets.

Working closely with the Marketing, Communications and PR Manager and Deputy Marketing Manager, the successful candidate will contribute to campaign planning and marketing strategy while taking ownership of the day-to-day management, development and optimisation of key digital platforms. They will be confident working across multiple campaigns and audiences, translating wider organisational objectives into engaging, targeted and measurable marketing activity.

A key focus of the role will be ensuring that the organisation's websites and digital channels provide high-quality, relevant and engaging experiences for their audiences. The postholder will manage website content and CMS activity, support improvements to user experience and functionality, and work with external web developers and suppliers where specialist technical support is required. They will also use SEO, analytics and audience insight to improve visibility, reach and engagement and to identify opportunities for continuous improvement.

The role will contribute to the development and delivery of social media and email marketing activity across the organisation's brands and audiences. This will include creating, curating and publishing engaging content, adapting messaging and formats for different platforms and audiences, and using performance data to understand what is working and inform future activity.

Strong copywriting and content creation skills will be important, with the ability to produce clear, engaging and audience-focused content across websites, campaigns, email, social media and print. The postholder will also be comfortable creating high-quality digital and printed marketing materials, working within established brand guidelines and alongside the Deputy Marketing Manager's creative direction to ensure consistency across the organisation's visual identity.

Data and insight will underpin the role. The successful candidate will monitor campaign and channel performance, analyse audience behaviour, engagement and conversion, and translate this information into practical recommendations. They will keep abreast of developments in digital marketing, search, technology and audience behaviour, identifying opportunities to introduce new approaches and improve the effectiveness and efficiency of the organisation's marketing activity.

The role requires a collaborative approach, building positive relationships across the organisation and with external partners, suppliers and stakeholders. The postholder will contribute to budget planning and resource management within their areas of activity and support the wider team in delivering campaigns, projects and organisational priorities.

As part of a small and collaborative marketing team, the successful candidate will be comfortable moving between strategic thinking and hands-on delivery and supporting colleagues where required. The role will also involve attendance at events, press visits, trade shows and promotional activity, helping to showcase Nottingham and Nottinghamshire and support the wider work of Marketing Nottingham and Nottinghamshire.

This competency framework outlines the key skills, behaviours, and attributes required for success in the role of Marketing and Communications Officer at Marketing Nottingham and Nottinghamshire Limited. These competencies serve as guidelines for recruitment, performance evaluation, and professional development within the organisation.

Competency Framework	
1. Campaign Management Ability to plan and execute integrated marketing campaigns across digital and traditional channels to promote organisational objectives.	- Develops comprehensive campaign plans that leverage web, social media, and other marketing channels. - Coordinates with internal teams and external partners to ensure consistent messaging and branding across all campaign touchpoints. - Monitors campaign performance and tracks key performance indicators (KPIs) to evaluate effectiveness and ROI. - Makes data-driven adjustments to campaign strategies to maximize performance and achieve desired outcomes.
2. Web Management Ability to oversee maintenance, and optimisation of the organisation's websites to ensure an intuitive user experience and adherence to SEO best practices.	- Demonstrates proficiency in web management and technologies such as HTML, CSS, and JavaScript. - Manages content updates, enhancements, and feature additions to the organisation's websites. - Monitors website performance metrics and conducts regular audits to identify areas for improvement. - Implements SEO strategies to enhance website visibility and search engine rankings.
3. Search Engine Optimisation (SEO) Proficiency in developing and implementing SEO strategies to improve search engine rankings and drive organic traffic to the organisation's website.	- Conducts keyword research and analysis to identify relevant search terms and phrases. - Implements on-page optimisation techniques, including meta tags, headings, and content optimisation. - Performs technical SEO audits to identify and address issues impacting website performance. - Monitors search engine algorithms and industry trends to adapt SEO strategies accordingly.
4. User Experience (UX) Design Ability to ensure an intuitive and user-friendly experience for website visitors, optimising navigation, layout, and functionality.	- Designs and implements user-centric website layouts and navigation structures. - Conducts usability testing and gathers feedback to identify areas for improvement. - Implements UX best practices to enhance user engagement and satisfaction. - Collaborates with designers and developers to implement UX enhancements and optimisations.
5. Copywriting and Content Creation Ability to produce clear, engaging and audience-focused written content across a range of digital and print channels that supports organisational objectives, strengthens brand reputation and drives engagement.	- Produces high-quality copy for a range of marketing and communications channels, including websites, blogs, newsletters, social media, brochures, reports, campaigns.

	- Adapts writing style and tone of voice to suit different audiences, platforms and organisational brands while maintaining consistency with brand guidelines. - Writes compelling and persuasive content that increases audience engagement, supports campaign objectives and encourages desired actions. - Proofreads and edits content to ensure accuracy, clarity, consistency and adherence to organisational standards. - Creates SEO-friendly website and digital content to improve search visibility and user experience. - Develops engaging storytelling that promotes the organisation, destination, partners and key projects through a variety of content formats. - Reviews content performance using analytics and audience insights, making recommendations to improve effectiveness and engagement.
6. Social Media Strategy and Management Proficiency in developing and executing social media strategies across various platforms to increase brand awareness, engagement, and audience growth.	- Develops social media strategies aligned with organisational goals and objectives. - Creates and curates engaging content for social media channels, including posts, images, videos, and stories. - Monitors social media metrics and analyses performance data to optimise content and engagement strategies. - Engages with followers, responds to comments, and fosters community engagement on social media platforms.
7. Graphic design and visual content creation skills Experience in creating high-quality visual content that strengthens the organisation's brand, supports marketing campaigns, and engages target audiences across digital channels.	- Designs marketing materials, including presentations, social media graphics, advertisements, infographics and digital assets. - Produces creative visual content using industry-standard design software, including Canva (essential), Adobe InDesign (essential) Photoshop (desirable) Lightroom (desirable) Illustrator (desirable). - Applies brand guidelines consistently to ensure all marketing materials maintain a strong and recognisable visual identity. - Creates engaging visual assets that support integrated marketing campaigns and improve audience engagement across multiple channels. - Works closely with the MarComms Manager and Deputy MarComms Manager to ensure the seamless delivery of digital artwork, maintaining quality, accuracy and agreed deadlines.
8. Stakeholder Engagement Ability to build and maintain positive relationships with internal teams, external partners, and stakeholders to support collaborative marketing efforts.	- Communicates effectively with stakeholders, providing updates, gathering feedback, and addressing concerns related to campaign, web and social media activities. - Builds partnerships with external vendors, agencies, and members to expand reach and enhance campaign effectiveness.

	- Collaborates with cross-functional teams to gather content requirements and align messaging for integrated marketing campaigns. - Represents the organisation professionally at industry events, conferences, and networking opportunities.
9. Analytical Skills Proficiency in analysing data and metrics to derive actionable insights and optimise marketing campaigns.	- Monitors website and social media analytics to track performance metrics and trends. - Uses GA4 and other digital reporting tools to monitor website performance, user behaviour and campaign effectiveness, using insights to inform content and marketing decisions. - Derives actionable insights from data analysis to optimise campaign, web and social media strategies. - Generates reports and presentations that communicate performance metrics, trends, and recommendations. - Implements A/B testing and other tactics to optimise campaign and newsletter performance and achieve marketing objectives.
10. Project Management Ability to manage multiple projects simultaneously, coordinating resources, timelines, and deliverables to achieve organisational goals.	- Develops project plans with clear objectives, timelines, and milestones. - Coordinates with internal and external stakeholders to ensure project deliverables are met on time and within budget. - Identifies and mitigates risks and obstacles that may impact project timelines or outcomes. - Communicates project status, updates, and progress to the manager and relevant stakeholders in a timely manner.
11. Creativity and Innovation Demonstrates creativity and innovation marketing activities that engage and resonate with target audiences.	- Generates creative ideas and concepts for web, social media, and integrated marketing campaigns. - Takes initiative to explore new trends, technologies, and approaches to marketing, digital marketing, and social media. - Seeks opportunities for experimentation and innovation to enhance campaign effectiveness and achieve marketing objectives. - Applies creative problem-solving skills to overcome challenges and drive continuous improvement
12. Ethical Conduct Upholds high ethical standards and professionalism in all aspects of campaign, web and social media activities, ensuring compliance with relevant laws and regulations.	- Acts with honesty, integrity, and transparency in all interactions and decision-making processes. - Respects user privacy and data protection regulations in web and social media activities. - Ensures content adheres to brand guidelines and values, avoiding misleading or deceptive practices. - Addresses ethical dilemmas and conflicts of interest transparently and ethically, prioritising the organisation's reputation and values.

13. Continuous Learning and Development

Demonstrates a commitment to continuous learning and professional development, staying updated on industry trends, best practices, and emerging technologies.

- Actively seeks opportunities for learning and skill development through training programs, courses, workshops, and industry conferences.
- Applies new knowledge and skills to improve job performance and contribute to organisational goals and objectives.
- Shares knowledge and insights with colleagues, contributing to a culture of continuous learning and improvement within the team.
- Seeks feedback as opportunities for growth and development.

Qualifications and Experience:

- Bachelor's degree in Marketing, Communications, Digital Media, or related field and/or equivalent professional experience in campaign and web management, SEO, UX design, and social media, design and copywriting roles.
- Proficiency in content management systems (e.g., WordPress, Granicus).
- Strong understanding of SEO principles, tools, and techniques, with proven experience in improving website visibility and rankings.
- Experience in developing and executing social media strategies across various platforms and audiences, including content creation, community management, and analytics.
- Experience to produce clear, engaging and audience-focused written content across a range of digital and print channels
- Experience in creating high-quality visual content that strengthens the organisation's brand, supports marketing campaigns, and engages target audiences across print and digital channels
- Excellent analytical skills and ability to derive actionable insights from campaign, web and social media data.
- Ability to manage multiple campaigns and initiatives simultaneously.
- Creative thinking and problem-solving skills, with a passion for innovation and continuous improvement.

Benefits:

- Pension scheme
- Health and wellness benefits
- Opportunities for professional development and growth
- Flexible working arrangements

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