



#### JOB DESCRIPTION

<b>Role Title:</b> Marketing Manager	<b>Rank:</b> 3
<b>Reports to:</b> Head of Brand & Marketing Communications	<b>Notice Period:</b> 1 month
<b>Direct Reports:</b> None	
<b>DBS Check:</b> Enhanced & Barred	
<b>Team and Directorate:</b> Marketing, Income Generation	
<b>Location:</b> Office based with hybrid working	<b>Date:</b> January 2023
<p><b>Summary of the Role's Main Purpose:</b></p> <p>The Marketing Manager is an integral part of the central Marketing team and acts as marketing lead for the Fundraising team. The Marketing Manager supports Fundraising to create and deliver audience-centred online and offline marketing communications to generate funds for the charity as well as acquire and retain supporters. They also recommend appropriate marketing strategies, tactics and channels to achieve the objectives of the campaign based on the marketing brief and activity plan created by Fundraising.</p> <p>The Marketing Manager works collaboratively with Marketing team colleagues across multiple projects and channels both to support fundraising communications and contribute to our wider organisational objectives, reach new audiences and connect people with the work of the charity.</p>	

#### MAIN DUTIES AND RESPONSIBILITIES:

- Support all fundraising teams to create marketing communications for campaigns which generate income, as well as engage, acquire and retain supporters.
- Act as a trusted advisor to the Fundraising team and make recommendations for appropriate marketing strategies, tactics and channels to achieve specific campaign objectives.
- Be a brand champion for the charity and make sure our brand guidelines, assets and tone of voice are appropriately used in all communications, maintaining consistency and brand awareness.
- Responsible for setting and maintaining marketing and fundraising budgets attributed to you.
- Attend regular project updates with all stakeholders to ensure fundraising campaign action plans are on track and support recovery plans for opportunities and risks.
- Work collaboratively with the Fundraising Support Executive in the Data and Supporter Services team to ensure audience data requests are made and actioned in a timely way for electronic direct mailings.
- As required, write copy for web pages and direct response emails which support Fundraising campaigns and liaise with the digital marketing team to publish.
- Work proactively and collaboratively with Marketing colleagues to ensure Fundraising campaigns are shared, promoted and activated across the relevant channels and touchpoints which they manage such as web, paid and organic social, press, retail, staff, volunteers and service users as defined by the brief.
- Manage the audience clash calendar to ensure all planned activities to external audiences are listed and scheduled to avoid overwhelming individual audience groups.

- Responsible for of all centrally co-ordinated supporter engagement communications posted and emailed which inspire and inform warm supporter audience groups about news and stories from across the charity.
- Collaborate with Marketing and Fundraising colleagues to produce a varied content calendar for supporter engagement communications, posted and emailed.
- Set up and maintain a supporter feedback panel which provides regular pre-launch feedback about new campaigns, products and events to aid their effectiveness and impact.
- Conduct annual feedback surveys to defined audience groups to ensure engagement and fundraising communications are aligned to audience preferences and needs.
- Work with paid and pro bono marketing communication agencies and suppliers as required from brief through to delivery.
- Be an active and collaborative member of the Marketing team, establish positive relationships and proactively contribute to the team's objectives and goals in support of the wider organisation.
- Attend weekly Marketing team meetings in person and contribute to best practice learning and sharing knowledge and expertise.
- Represent Marketing at Fundraising team meetings as required.
- Be open and inclusive of other cultures and actively incorporate images and stories which are representative of a diverse audience.
- Participate in self-managed and professional training and development, appraisals and attend all relevant mandatory training courses as required.

**Key Technical Skills, Knowledge, Experience and Behaviours:**

- Experienced in developing charity fundraising and marketing campaigns.
- Experienced in setting and maintaining marketing spend budgets.
- Confident networker with excellent stakeholder and relationship management skills. Able to build collaborative relationships, communicate effectively and influence a wide range of individuals from internal colleagues, external stakeholders, suppliers, and supporters.
- Significant experience managing multiple and sometimes complex projects, with a proven ability to set and deliver to a high standard consistently with competing and demanding deadlines; able to prioritise activity and manage conflict to achieve results.
- Experience of working with external marketing copy, design and print agencies.
- Has an eye for design and composition for photograph and video content and comfortable gathering visual content if required.
- Good understanding about marketing to segmented audience groups with differentiated personas, preferences and needs.
- Knowledge of GDPR legislation and data handling protocols.
- Curious about audience insights and campaign evaluation for the purpose of learning and fact-based decision making.
- Has an eye for detail and a creative approach to producing marketing communications.
- Confident to work with ambiguity and comfortable with test and learn principles.
- Skilled in creative fundraising copywriting and design and familiar with best practice principles. Ideally confidence and experience of using MailChimp and Canva.
- Experience of producing printed materials in line with brand identity.
- Curiosity to learn, develop both yourself and others; motivated by our cause and the opportunity to be part of Helen & Douglas House vision.
- Highly professional, agile and flexible team player. Prepared to take on a wide variety of tasks. Has a "can do" attitude and a demonstrated ability to problem solve.