

<b>JOB PROFILE</b>			
Role:	Marketing Manager	Date profile last reviewed:	January 2019
Name:		Reports to:	Head of Communications
<p><b>MAIN SUMMARY OF ROLE:</b></p> <p>As the Marketing Manager you will be responsible for the development and implementation of a variety of marketing campaigns across the charity, driving uptake of the charities services and supporting the wider business plan.</p> <p>You will work collaboratively with the wider team to ensure all marketing activity is on brand and meets high creative standards; manage the development and implementation of bought media plans across a wide range of channels and liaise with partners and suppliers to deliver marketing activity.</p>			
<b>KEY RESPONSIBILITIES:</b>			
<ul style="list-style-type: none"> <li>• Work with internal and external stakeholders to plan, develop and launch campaign plans to meet agreed targets</li> <li>• Actively manage and steward the implementation of the Fund's brand and identity to ensure consistent use across the organisation and how it is applied externally</li> <li>• Design and print management for a wide range of marketing materials including the Annual Review and stakeholder engagement materials</li> <li>• Generate engaging multi-channel content to support the various teams across the organisation including personal stories and case studies</li> <li>• Manage external agencies and suppliers, including designers, photographers and videographers</li> <li>• Measure and regularly report on the performance and impact of marketing campaigns</li> <li>• Manage the yearly budget and ensure the charity is getting real value</li> </ul>			
<b>COMPETENCIES REQUIRED FOR THE ROLE</b>			
<ul style="list-style-type: none"> <li>• Working with people</li> <li>• Presenting and communicating information</li> <li>• Planning and organising</li> <li>• Learning and researching</li> <li>• Following instructions and procedures</li> <li>• Writing and reporting</li> </ul>			

**QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE**

**Academic/Professional Qualification(s) or equivalent:**

Essential

- Educated to degree level or equivalent

Desirable

- CIM or equivalent

**Knowledge/ Experience:**

Essential

- Positive attitude and a passion for working within a charity
- Excellent understanding of marketing principles and best practices
- Demonstrable experience of planning and producing engaging multi-channel campaigns
- Proven experience of analysing and interpreting data
- Experience of briefing and working with external agencies
- Ability to thrive in a dynamic, proactive and reactive environment

Desirable

- Interest or understanding of the Royal Air Force
- Experience of Drupal CMS
- Strong understanding of social media platforms
- Proven track record of controlling marketing spends

**Skills/Abilities:**

Essential

- Excellent written and verbal communication skills
- Strong project management skills with experience of managing marketing projects
- A great communicator and team player, passionate about working with others to get things done
- Self-confident and practical, able to take ownership and drive tasks to completion, seeking support where needed
- Excellent attention to detail

Desirable

- Familiar with Photoshop and InDesign
- Creative flair, with the ability to spot a good story or opportunity

**Other Requirements:**

- Travel to RAF Stations and UK locations and willingness to work out of hours and at weekends (as appropriate).
- To carry out any other duties that is within the scope of the job as requested by the Head of Communications.