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|  | | | JOB DESCRIPTION |
| **JOB TITLE: Marketing Manager** | | | |
| **REPORTING TO: Executive Director**  **WORKING WITH: Digital Marketing Co-ordinator, Programme Managers, Suppliers** | | | |
| **SALARY RANGE**: **£30,000 – 34,000 (commensurate with skills and experience)** | | | |
| **1.** | **JOB SUMMARY**  A varied and demanding role with the key focus being to develop, deliver and evaluate a marketing strategy that enables the Centre to achieve its ambitious business strategy, as well as developing and delivering innovative campaigns that promote the Centre’s wide portfolio of projects and services. Success in this role relies on an excellent understanding of the local market, the business and its stakeholders, the ability to work with others in an effective and professional manner, personal accountability and self-motivation. Critically the ability to work in a fast paced and varied work environment is essential as is being able to carry out both strategic and tactical activities interchangeably. | | |
| **2.** | **INTRODUCTION AND OVERVIEW**  The Centre for Leadership Performance (CforLP) is a not-for-profit organisation working to support the growth of leadership capability across Cumbria. Our mission is to develop Cumbria’s leaders for today and tomorrow. We work from primary to boardroom in our approach to leadership development. Our philosophy and approach is that leadership is a behaviour that we can all demonstrate. We develop and carefully project-manage innovative programmes, working hand in hand with businesses and schools and young people to encourage and nurture leadership within organisations, individuals and communities, working at all levels and across sectors.  To enable CforLP’s continued success and ambitious growth, an exciting opportunity has arisen for a Marketing Manager to join the CforLP team, based at their offices in Cockermouth.  The Marketing Manager will have a key role in supporting the Executive Directors and the rest of the team to achieve their aspirational business strategy, by developing, delivering and evaluating an integrated marketing strategy that ensures clients, partners and stakeholders understand and engage with the mission of the Centre. They will also be responsible for the development, delivery and evaluation of associated marketing campaigns and everyday marketing communications, leading, managing and co-ordinating the internal Digital Marketing Co-ordinator and external Marketing Suppliers.  They will have high levels of autonomy and will be involved across all aspects of the business, working with Programme Managers in Primary, Secondary and Workplace to develop effective marketing campaigns that promote the diverse work of the Centre, whilst ensuring brand cohesion and opportunities for cross selling are maximised. This is a small and busy team and the post holder will need to be responsive to changing stakeholder needs, manage conflicting demands and roll their sleeves up on a regular basis.  **Developing an integrated marketing strategy**  The Centre is active across a wide stakeholder audience and there are many opportunities to get involved in emerging marketing opportunities, this is challenging with limited marketing resource and budget. To date the Centre has relied on relatively reactive marketing activity which, on the whole this has served it well, however, there is now an immediate need for proactive strategic marketing to match the maturity of the business, support the ambitious growth strategy and maximise the benefits of social media marketing. The post holder will need to lead and drive the marketing strategy, working closely with the Executive Directors to understand and respond to the business, protect the integrity of the Centre, and consider future strategy. They will bring expertise and their own ideas, whilst ensuring they consult with internal and external stakeholders.  **Developing innovative marketing campaigns and high quality materials**  The post holder is expected to develop integrated marketing campaigns that promote both the Centre as a whole and its varied activity. The Marketing Manager will need to create and plan engaging content to promote the Centre and the programmes in accordance with brand and communications strategy. The post holder will also need to manage tensions between planned marketing and emerging opportunities and make decisions on priorities within limited budgets and timescales. Although there will be a need to outsource some specialist support, the post holder must bring and help to develop in house capability, for example supporting the Digital Marketing Co-ordinator.  **Evaluation and Continuous Improvement**  It will be essential to monitor the effectiveness of the marketing strategy by evaluating campaign activity and report relevant metrics to the Executive Directors and Board to ensure we can track progress on our business strategy. | | |
| **2.** | **MAIN RESPONSIBILITIES AND REQUIREMENTS** | | |
|  | 1 | Strategic Planning – researching and analysing the relevant market sectors, understanding current and future stakeholder needs and bringing to life the business strategy by effectively developing the marketing strategy, with related campaign plans and activity that will promote both the Centre and its related products and services, effectively increasing awareness and generating leads. | |
|  | 2 | Leading – identifying marketing opportunities and priorities, championing the brand and values of the Centre through all marketing communications. Representing the Centre at networking events. Leading the internal and external marketing resources | |
|  | 3 | Managing – organising and co-ordinating internal and external resources to deliver effective and efficient integrated campaigns, including social media. They must apply their knowledge and expertise in different marketing approaches and tools to select the most appropriate. Managing the marketing assets effectively e.g., photos, copy, case studies, materials, customer data. | |
|  | 4 | Delivering – developing and delivering impactful brand strategy and related creative social media campaigns that position the Centre and support our vision, mission and strategy. | |
|  | 5 | Controlling – keeping marketing activity on track and on budget, reviewing success, managing risks, taking corrective actions, and reporting to the Executive Directors and Board. Taking responsibility and being accountable for the ultimate outcomes of the marketing activity. | |
|  | 6 | Collaborating – working closely with external stakeholders to understand market needs, details of other relevant provision to ensure opportunities for collaborative marketing are identified and maximised. Working with colleagues and associates to ensure marketing activity and communications are aligned. Working closely with the Executive Directors to maximise sales, ensuring marketing supports sales activity. | |
|  | 7 | Developing – ensuring all parties involved are aware of the purpose of marketing activity and their relevant role and responsibilities. Developing colleagues to drive up marketing capability within the business. | |
| **3.** | **GENERAL** | | |
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| **Other Duties** – We are a small and busy team and the duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. | | | |
| **Contract details –** permanent full-time, 35 hours per week, 25 days holiday plus 8 bank holidays. We are open to discussions around flexible working, job share, part-time, annualised hours etc. Please indicate your preferences in your application.  **Pension Scheme** – 5% employee and 5% employer contributions  **Policies and Procedures** – The post holder is required to adhere to CforLP policies and procedures including current DBS and safeguarding requirements. | | | |
| **Health and Safety** – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with CforLP’s health and safety policies and procedures.  **To apply for this job please forward your CV with a covering letter describing how you meet the specification and why you think you would be a good fit for the post to:** [**liz.hodgson@cforlp.org.uk**](mailto:liz.hodgson@cforlp.org.uk)  **If you would like to arrange an informal chat about the role then please contact our Executive Director, Sarah Glass: sarah.glass@cforlp.org.uk** | | | |

**PERSON SPECIFICATION**

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| Job Title | **Marketing Manager** | | |
|  | **ESSENTIAL** | **DESIRABLE** | **MEANS OF ASSESSMENT** |
| Qualifications |  | * Degree or equivalent experience. * CIM qualification | CV |
| Experience | * Demonstrable experience of working in a marketing and/or sales role * Experienced in the development and evaluation of marketing strategy * Proven experience of delivering social media marketing campaigns to desired outcomes and within quality, time, cost and project margin limits * Experience of successfully working on multiple projects at the same time * Experience of improving or embedding new processes, functions and systems within the organisation. * Proven experience of working with internal and external customers, stakeholders, partners and suppliers to deliver outcomes * Experience of using IT tools to support marketing campaigns and manage marketing assets | * Experience of working in an SME * Experience of working in a training and development environment * Experience of working with young people * An understanding of local stakeholders | CV / Interview |
| Skills | * Excellent digital marketing skills; the ability to plan, deliver and evaluate website and social media plans and activities * IT skills in the Microsoft Office suite, Gmail environment and desk top publishing, mail chimp, hoot suite, google analytics * Ability to learn and use additional software packages such as CRM systems * Excellent communication skills (oral, written and presentational) * The ability to represent CforLP at events; effective networking and presenting confidently to large groups * Excellent interpersonal skills with strong negotiating / influencing skills and the ability to build constructive business relationships and act collaboratively | * Ability to train others and delegate appropriate tasks | CV / Interview |
| Specific behaviours relevant to the post | * Ability to use appropriate tools, skills and techniques to ensure successful delivery outcomes though effective use of resources * Committed to continuous improvement and change * Outcome and achievement focussed * A high degree of integrity and professionalism * Ability to deal with colleagues, stakeholders and clients displaying confidence and gaining trust * Ability to take responsibility for and deal effectively with issues, take decisions and adapt approach to enable projects to move forward in a constructive and positive manner * Commercially aware, sensitive to cost efficiencies, profit margins and adding value where possible * Flexible, self-motivated and a positive attitude. * Innovative in approach to planning and problem solving * Ability to travel to events and meetings as and when needed * High-level of drive and motivation to achieve * Takes opportunities to develop skills and experience |  | CV / Interview |
| Other requirements | * Be flexible, creative and willing to muck in to help a small team deliver big projects * Be responsive and resilient to change, especially at short notice * Be able to cope with the demands and pressures of tight deadlines and peaks of business activity * Be eligible to reside and work in the UK |  | CV/ Interview |