

POSITION VACANT

# Marketing Campaigns Manager.

## Job purpose:

**Job type:** Full-time, permanent, Monday-Friday 9am-5pm [job share and part-time considered]

**Salary:** £21k – £27k

**Location:** Based at our Lincoln HQ - Remote working temporarily due to COVID-19

**Closing date for applications:** 31st October 2020

**Shortlisting notifications:** 5th November 2020

**1st stage interviews:** 9th – 11th November 2020

**2nd stage interviews:** 18th – 20th November 2020

To apply, email your CV and a covering letter detailing how you fit the personal specification to [hello@social-change.co.uk](mailto:hello@social-change.co.uk)

01. To understand people, their journey and what makes them tick, to help shape marketing campaigns

02. To build awareness for our clients and their vision and mission by developing and executing well thought out marketing strategies and plans

03. To deliver innovative and inspiring marketing campaigns, the kind that are loved and admired, to time and budget

04. To deliver impact and work that makes a difference to people, communities and the planet

05. To market our own business, establishing positioning, identifying target audiences and executing plans

06. To inspire change and action using established and new [emerging] marketing tools and techniques

07. To increase our fans, supporters and followers – online and offline

## About your job:

Your job is to inspire change and action using your skills, knowledge and experience in marketing and communications. You manage projects and programmes for our clients and support the Head of Marketing to market our own business.

You do this by developing and executing marketing strategies and plans, bring them to life using a range of different marketing tools and techniques. That could include creating copy for a wide range of channels: video, social media, print, advertising, publications, reports, documents, websites, and more or using digital tools to build awareness, increase engagement and generate leads, fans, supporters and followers.

Your role is to promote, protect and manage reputation; increasing brand awareness; creating memorable events and experiences; marketing products and services; segmenting audiences and coming up with strategies to best engage them; analyse data and report across multiple platforms to extract key insights for future campaign development and write marketing proposals to bring new clients and partners on board.

## Job function:

- Managing all marketing campaigns for the company and its clients, delivering campaigns on time, to budget and to the highest possible standards;
- Deliver multi-channel marketing campaigns, coordinating with staff members working on the same account to ensure consistent service and delivery;
- Service multiple clients concurrently, meeting deadlines and operating within budget;
- Working with the Head of Marketing, develop and execute our marketing strategy in line with company objectives;
- Managing client marketing budgets, reviewing and reporting back to the Head of Marketing;
- Creation and publication of all marketing material in line with marketing plans;
- Planning and implementing promotional campaigns, working with partners, the media and advertisers;
- Managing and improving lead generation campaigns, measuring results;
- Guardian of company and client brand and corporate identity;
- Planning and executing paid online marketing campaigns, including placing adverts and devising advertising strategies to meet marketing/business aims and objectives;
- Monitoring and reporting on effectiveness of marketing communications and adjusting campaigns in real time in response to feedback and metrics;
- Creating a wide range of different marketing materials, working with the creative team;
- Maintaining effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives;
- Analysing potential strategic partner relationships for company marketing;
- Be the lead point of contact for any and all matters specific to client accounts assigned to you;
- Generate, edit, publish and share engaging content (e.g. original text, photos, videos and news) across a range of social media channels such as Facebook, Twitter, Pinterest, TikTok and Instagram, understanding in great depth how they work and how they can be used to maximum effect;

- Clearly communicate the progress of daily/weekly/monthly/quarterly tasks or plans and/or prepare reports on account status to the team and to clients and stakeholders;
- Arrange meetings with client, suppliers and partners and attend, representing the business;
- Write 'error free' copy in a variety of different writing styles for a range of content marketing materials to include (but not limited to), blogs, guides, thought leadership, articles, features, press releases, advertising copy, and website copy; ensure error-free content adheres to the company's style, or client's style, modifying copy until the client is satisfied;
- Act as an 'editor' ensuring other team member's work is 'error free' when they are tasked with writing copy;
- Effectively use research and insight to guide creative direction and copy;
- Ensure work is not in breach of copyright - responsible for checking all content being advertised is truthful and complies with codes of advertising practice.
- Simultaneously manage multiple projects with short deadlines;
- Devise and co-ordinate photo opportunities;
- Maintain and update information on the Social Change UK website;
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis;
- Build relationships with thought leaders to grow industry awareness;
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding marketing strategy;
- Source and manage speaking and sponsorship opportunities.

## Person specification:

- Bachelor's Degree in Marketing, Advertising, Communications, Public Relations, Journalism, Creative Writing, English, Business, or a Related Field;
- Evidence of Continued Professional Development (CPD) in Public Relations, Marketing or Communications or similar;
- Must maintain and advance professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies and can demonstrate Continued Professional Development (CPD);
- Demonstrable skills and experience in marketing, copywriting, advertising or journalism/ communications, including experience in designing and executing marketing plans;
- Demonstrable skills and experience in digital marketing, including some understanding of search engine marketing and optimisation;
- Demonstrable skills and experience in writing for different audiences, in different voices;
- Demonstrable skills and experience in public relations and/ or working with the media (proactive and reactive communications);

- Be highly creative and imaginative;
- Excellent presentation skills and organisational skills;
- A strong team player; possess good leadership, people and project management skills;
- Can work under pressure to tight deadlines;
- A confident and determined approach is essential;
- Resilient- the ability to cope with rejection;
- Motivated individual with drive – ambitious;
- Must be results-orientated and able to work both independently and within a team environment;
- Excellent copywriting skills – eye for detail is essential;
- A creative thinker – always looking to innovate and learn and do things better;
- An interest in social marketing and behaviour change;
- Excellent verbal and written communication skills.

## Basic competencies:

- Excellent verbal (oral) and written communication skills with an ability to communicate with different audiences, at different levels, communicating face to face, via telephone, email and via social media, demonstrating strong listening skills and excellent visual awareness;
- Can spell, proof and correct own work and produce their work to the expected quality standards without supervision, and possesses excellent attention to detail;
- Exceptional organisational and time management skills with the ability to prioritise and structure work schedules (calendar blocking), updates status of all work on a daily basis using company software/ technology and can effectively use time management software to record time on tasks and projects, with a strong ability to work quickly under pressure and manage deadlines and priorities;
- Can work on multiple briefs or projects at any one time, moving from one to the other with relative ease;
- Maintains and updates customer databases (CRM);
- Adheres to company policies, procedures and processes with ease and remains current and up to date;
- Able to work as part of a team as well as independently to problem-solve using own initiative.

## **Knowledge and understanding - basic level:**

- Understands what social marketing is;
- Understands what cause marketing is;
- Understands the difference between social research and market research;
- Understands the difference between qualitative research, quantitative research and ethnographic research;
- Understands what UX/ UI is;
- Can confidently deliver an elevator pitch;