

POSITION VACANT

# Marketing Manager.

**Job type:** Full time

**Salary:** £25,000 - £37,000 (dependant on experience)

**Location:** Lincoln, Lincolnshire

**Team:** Growth team

**Reporting to:** Chief Executive

**Closing date for applications:** 5pm on Friday 15th October 2021

## Overview:

We are looking for a Marketing Manager to focus solely on the marketing of our agency. In this role you will be tasked with increasing the number of businesses and brands who want to work with us. Our focus is to create more inbound enquiries and opportunities by raising awareness of what we do and why we do it. We find that once people get to know who we are and how we can help them, they are keen to work with us. Most of our current work is generated from existing clients, word of mouth and reputation.

Your job will be to market our organisation as a leading behaviour change agency that takes on the tough social issues and finds solutions for our clients using the power of research, marketing and behavioural science. We have a number of new

offers we are planning to launch over the next two years and you will be instrumental in helping us deliver our plans. This is an exciting role for someone who wants to join an established business but keen to help shape the next steps on our growth path. It is a varied role that includes planning, advertising, public relations, event organisation, product development, distribution, sponsorship and research.

You'll have a great sense of responsibility as you plan and drive campaigns as well as manage budgets - your organisational skills will be invaluable, as will your presentation skills.

## Roles and responsibilities:

To market Social Change UK as the agency that takes on the tough social issues and delivers impact

- To increase the number of businesses and brands who want to work with us, creating inbound enquiries and opportunities
- To deliver the Social Change UK marketing strategy utilising earned, owned and paid channels to reach existing, new and prospect clients
- To challenge the status quo and make sure that what we do is innovative and reaching the right people, at the right time, with the right message
- Develop creative and imaginative marketing strategies and implements them delivering on time and to budget
- Oversees current offerings and comes up with initiatives for new products or services
- Uses researches and analysis to form marketing strategies and plans and determine metrics for success;
- Works with the creative team to develop and deliver detailed marketing plans for all channels
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, printers, and other services to help marketing projects come to fruition
- Provides in-depth information to interested clients, and acts as a representative for the company
- Writes bids and responds to briefs and attends client meetings and pitches with the aim of bringing more clients to the business
- Develops cost-effective marketing plans for Social Change UK

- Tracks effectiveness of marketing campaigns
- Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback
- Writes and delivers content, with responsibility for managing our social media accounts
- Manages the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters
- Writes and proofreads copy (online, press releases, magazines, brochures, leaflets)
- Liaises with designers and printers
- Organises photo shoots
- Is responsible for the distribution of marketing materials and maintaining and updating our CRM system
- Organises and attends events such as conferences, seminars, receptions and exhibitions
- Works closely with the research team to conduct market research, for example using customer questionnaires and focus groups and evaluating marketing campaigns and activities
- Interviews, hires, and trains marketing staff members

## Marketing Manager Skills and Qualifications

Bachelor's Degree in Marketing, Business, or a Related Field, Marketing Strategy, Social Media Strategy, Marketing Implementation and Management, Digital Marketing, Client Relationships, Creativity, Adaptability, Research, Analysis, Writing, Public Speaking, Interpersonal Communication, Leadership, People Management, Detail-Orientated, Budgeting, Organisation, Multi-Tasking, Data Analytics and Evaluation.

## Person specification

- Bachelor's Degree in Marketing, Communications, Business, or a Related Field;
- Evidence of Continued Professional Development (CPD) in marketing or communications;
- Demonstrable skills and experience in digital marketing;
- Demonstrable skills and experience in marketing strategy and planning;
- Demonstrable skills and experience in implementation of marketing plans;
- Excellent presentation skills and organisational skills;
- Experience with Google products – Analytics, tag manager, search console etc
- Experience using online project management software/ CRM and working with the back end of websites using a content management system [updating websites]
- A strong team player;
- Understands the importance of research and understanding the customer;
- Can work under pressure to tight deadlines;
- An interest in social marketing and behaviour change (experience is desirable – but not essential)
- 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;
- A creative thinker – always looking to innovate and learn and do things better;
- Excellent verbal and written communication skills.

## How to apply

Please send your CV and a covering letter to Kelly Hunstone, CEO by **5pm on Friday 15th October 2021**. Please set out clearly in your covering letter how you meet the person specification, giving examples where possible.

If you wish to talk to the CEO ahead of making an application, please email or call the office on **01522 775060** and we can arrange a call.



## Interview process

**Fact-finding call:** After you've submitted your CV and covering letter, if we like what we see and want to find out more, we'll arrange a call between you and our CEO. It'll be a chance for both parties to ask more questions and ensure the role is right for you.

**First interview:** You'll then have a first interview. This can take place in person or virtually (depending on your location and preference), and will be with the CEO. It's a chance to find out more, understand your skills and experience, and work out if we'll be a good fit.

**Technical task:** Following the success of the first interview (and depending on the role), you'll be asked to complete a technical task and may need to present back to a number of people in the team.

**Culture interview:** The final stage of our recruitment process is a culture interview. This is an open and honest conversation with other people from the team on subjects such as: what it's really like to work at Social Change UK, the various practices and policies, our values, and for our team to feedback on your suitability for the role.