

Job Title: Marketing Services Manager	Direction and guidance from: Assistant Director Marketing Direct reports: N/a	Primarily reports to: Assistant Director Marketing
Salary: Band 4 Full time 35 hours per week, based in London Office	Key Working Relationships: Internal: All central and regional fundraising teams, the data team, other depts (e.g. HR), and the wider Comms & Marketing team. External: Marketing services agencies and suppliers across all disciplines.	Reviewed: January 2025

Role Summary:

- To support the development and implementation of the annual Comms and Marketing plan in support of the Charity’s 4-Year Plan.
- To work in partnership with the fundraising teams and other departments to help them achieve their targets and objectives.
- Devise, deliver and monitor a continuous programme of marketing campaigns and initiatives.
- Utilise and manage a comprehensive range of marketing and creative services encompassing the following:
 - Strategic campaign planning
 - Proposition development and messaging
 - Creative development and graphic design
 - Copywriting
 - Digital, print and radio advertising
 - Web page design
 - Email marketing
 - Event display collateral.

Job Specification

Specific Tasks:

- Meet regularly with teams to assess needs, develop briefs and plan resources.
- Develop, run and monitor integrated campaigns for major FR projects.

- Own and be responsible for the effective presentation of all product-related content across the charity website.
- Using WordPress, create campaign landing pages and related supporter journeys.
- Using a variety of Ad Manager platforms, plan, implement and monitor a wide range of paid digital ad campaigns across social media platforms, Google and others.
- Write highly engaging and tactically astute content for marketing communications.
- Manage the charity's MailChimp account and provide central control and oversight of email requests. Prepare, run and monitor email marketing campaigns.
- Brief and manage external design, advertising and digital agencies.
- Monitor and report on product and event website page performance and make recommendations.
- Review and plan future resource needs.
- Prepare and manage project budgets and take responsibility for marketing services budget lines across the financial year.

Person Specification

Skills and experience:

- Solid and experienced marketing all-rounder, with a minimum of 6 - 8 years' experience in a high-performing, fast-paced environment.
- Service oriented. May have worked in an integrated marketing agency servicing demanding clients.
- Experienced in designing, delivering and monitoring multifaceted digital / performance marketing programmes and campaigns across multiple platforms.
- Experience / expertise in print & production, Google / Performance Max, Meta platforms, managing campaign tracking and remarketing (GA4 and Meta Pixel), WordPress and Mailchimp. Some experience with the Adobe suite of design software would be advantageous.

Personal characteristics:

- Confident communicator.
- Highly proactive, energetic and enthusiastic with a 'can do' attitude.
- Strong rapport and empathy. A good people person.
- Thrives working under pressure and to deadlines.
- A highly organised and a visibly efficient project manager.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based, this appointment involves some travel around the UK.
- Must be willing to work outside of core hours and at weekends occasionally when necessary (TOIL available).

Authorised by: Tim Hyams

Date: 12 February 2025

Name: Jenny Redmond

**Signature: Jenny
Redmond**

Date: 4 February 2025