



## Job Description

---

Department: **Fundraising and Marketing (Head Office)**  
Job title : **Marketing Manager**  
Responsible to: **Chief Executive**

### Role summary

The Marketing Manager will be responsible for creating and implementing the marketing strategy, recruiting supporters and maximising media coverage. They will oversee the marketing, advertising and PR activities on a daily basis.

### Key Accountabilities and Responsibilities

#### Marketing

1. To be responsible for the marketing and promotion of the charity to new and existing supporters, maintaining and increasing our visibility by developing a strategy that will include the website, press, social media and printed communications.
2. To act as a lead on all social media marketing, including Facebook, Twitter, Instagram, Google+ and YouTube – providing new content and monitoring each channel daily.
3. To develop the use of the supporter database ensuring targeted communications
4. To achieve frequent, timely and positive media coverage across all available media channels
5. To organise charity events
6. To act as a lead on all promotional activities
7. To promote our friends and sponsorship schemes
8. To act as a lead on the marketing of fundraising appeals
9. To plan, edit and manage the production of the charity's twice yearly newsletter
10. To write monthly e-newsletters for supporters
11. To develop, manage and run campaigns
12. To assist with representing the charity at events, talks and presentations
13. To utilise and develop the databases to enhance the strategy
14. To develop and protect the brand of the Charity
15. To assist the Fundraising Manager with the management of events including planning, resourcing, implementation, health & safety & reviewing
16. To work with the Church Knowle Centre Manager to develop the visitor experience and trail
17. To contribute to the development of the Charity
18. To support all other areas of the Charity
19. To update and report to the Chief Executive as required

#### Financial Management

1. To manage the marketing budget
2. To ensure the appropriate use of the supporter database, ensuring records are accurate and up to date.

## **Management**

1. To manage the Database Administrator
2. To be an active member of the senior management team
3. To provide reports as required

## **Volunteers**

1. To support the team to continue to develop volunteers supporting all aspects of our work

## **Required Competencies**

### **Planning and Organising**

- Regularly organises and reviews own workload and workload of the team
- Plans well in advance, sets realistic targets, builds in review, and monitors progress
- Identifies critical milestones, potential risks and considers options
- Able to organise a number of major projects or activities running concurrently
- Juggles different demands and switches between them as appropriate
- Constantly monitors, analyses and reports progress

### **Continuous Improvement**

- Keeps fully abreast with industry developments
- Prioritises areas for improvement in line with goals and focuses on those that will give significant impact / difference
- Actively supports staff in achieving / learning / development objectives through coaching and mentoring

### **Communication**

- Communicate with everyone effectively and appropriately at all time, especially when dealing with difficult or sensitive matters with a range of people
- Ability to switch communication style and content according to audience
- Able to display tact and sensitivity at all times
- Negotiates working compromises to the benefit of all parties
- Supporter Focus
- Anticipates and pre-empts supporter/volunteer requirements
- Leads and manages others in a customer first approach, acting as a role model in demonstrating customer care principals
- Keep appropriate and accurate records of communication as required in line with charity policy and legislation

### **Financial and Commercial Awareness**

- Awareness of relevant budgets and operates within these limits. Has overview level of the businesses financial position, and seeks to improve budget information available. Looks for cost saving opportunities
- Full understanding of links between individual, departmental and business goals. Aware of marketplace and changing commercial or competitive pressures
- Considers cost / benefits when making operational decisions

### **Achievement and Results Orientation**

- Proactively identifies and pursues new opportunities
- Provides accurate forecasts and sets appropriate budgets

- Sets and agrees both short and long term objectives, and helps others focus on requirements / standards
- Analyses and evaluates previous plans before compiling new plans
- Accepts and responds to all challenges

#### **Teamwork and Leadership**

- Gets out and about, is visible and accessible in the role; gets to know individuals in the team
- Good at managing and motivating people in team activities
- Able to both work within a team and lead the team when necessary
- Distinguishes between what should be done by others and what they should do

#### **Qualifications, specific knowledge or experience required**

- Of paramount importance is a love of domestic animals and their welfare and total commitment to the charity and its ethos
- Proven record of good interpersonal and communication skills
- Previous experience of fundraising is essential
- Current, clean driving licence is required
- Proficiency in the use of IT software packages

#### **Flexibility**

This job description is not exhaustive and the post holder will need to be flexible in developing the role in conjunction with the line manager.