

**JOB DESCRIPTION & PERSON SPECIFICATION**

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| **Job Title:** | Marketing Manager |
| **Reporting to (Job Title):** | Business Development Director |
| **Brief overview of the** **Position:****Working with:** | The Marketing Manager will take responsibility for Age UK Lancashire’s marketing, digital marketing (including website), communications and public relations.This role is responsible managing and delivering comprehensive marketing strategies and plans, using a multi-media approach to:* Raise our brand awareness and extend our reach to more local older people, carers and professionals so they are fully aware of our service offer and campaigns
* Increase uptake of our services
* Engage potential and existing supporters and donors with our fundraising and individual giving, particularly legacies.

Business Development Team, Internal and external colleagues |
| **Main duties and** **Responsibilities:** | * Develop, implement and deliver Age UK Lancashire’s Marketing and Digital Marketing Strategy, with support from the Business Development Team and other managers.
* Design content for and edit the organisation’s website using our bespoke CMS tool and develop it where necessary as an effective marketing tool for the organisation.
* Take responsibility for planning, creating and scheduling social media content on Age UK Lancashire’s account using Metricool, on all platforms (Linked In, Facebook, Instagram, etc) and encourage, train and support staff to use social media and share our posts.
* Mentor, guide and allocate work to our Marketing & Fundraising Administrator.
* Work with the Business Development Team to develop and implement marketing campaigns and communications for fundraising that deliver long-term, sustainable income, increasing donor numbers, levels of regular giving and gifts in wills.
* Work with the Management Team to develop our range and catalogue of stories, case studies and video content to optimise promotion of the impact of the charity and to communicate our case for support.
* Work with Services Managers to design compelling marketing campaigns to increase take up of our services.
* Work with the Business Development and service teams to produce an effective digital newsletter to extend our reach to older people, carers, professionals and donors, sent out via Mail Chimp.
* Produce a range of attractive marketing materials (using Canva) in consultation with service managers to support campaigns and fundraising, including our annual report and impact report.
* Develop and deliver an annual calendar of campaigns in line with national campaigns and to reflect organisational need, vision and mission.
* Act as brand guardian for all creative assets, ensuring they are effective and deliver the desired messages.
* Provide guidance and support to other departments within Age UK Lancashire to ensure coherent communications that reflect the organisation’s brand, mission, vision and values.
* Maintain regular contact with key audiences and partners ensuring they are kept up to date with the work of Age UK Lancashire.
* Effectively manage the annual marketing budget and undertake budget reconciliation and budget setting with the Finance Department.
* Monitor and report on the effectiveness of marketing campaigns, including digital response rates.
* Review and report on insight and marketing intelligence gained via google analytics to apply to campaign planning.
* Keep abreast of trends and best practices in marketing.
* To help ensure that our marketing is compliant with the highest professional and quality standards, best practice and all relevant codes of practice and legislation, ie Charity Commission, Fundraising Regulator, GDPR, Gambling Commission, Health & Safety, etc.
* Uphold and celebrate the charity’s values.
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| **Accountable to:** | * Guiding and mentoring of Marketing & Fundraising Administrator.
* Budget setting, monitoring and reconciliation
* Social media reach, engagement and followers
* Website reach and engagement
* Ensuring campaign messages and communications are proactive, relevant and reflect the organisation’s values.
* Encouraging organisational storytelling to increase income, take up of services and retail donations.
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| **Summary of key** **attributes & Qualifications** **for role:** | * Minimum two years’ experience of traditional and digital marketing
* A creative flair and a natural storyteller who is passionate about our work with older people and the impact and difference that we make
* Managing, setting and reconciling budgets
* Competent at using digital marketing platforms including Google Analytics, Metricool, Mail Chimp, Canva and CMS.
* Updating and editing websites
* Adept at driving engagement through social media channels including Facebook, Instagram and Linked In.
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| **Main KPI’s /** **performance measured****against:** | * Social media reach, engagement and followers
* Website engagement
* Increased response from campaigns
* Stakeholder feedback on their experience
* Staff and volunteer engagement with social media and storytelling
* Compliance of the team with all Age UK Lancashire policies and procedures and fundraising and data protection legislation
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| **Safeguarding** | Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the appropriate organisational Safeguarding Policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training. All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally then you must ensure that you seek clarification from your immediate manager as a matter of urgency. Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regard to Safeguarding Children and Vulnerable Adults. |
| **Generic Clauses:** | 1. To comply in all aspects with Age UK Lancashire’s policies and procedures
2. To contribute to and participate in fundraising activities for Age UK Lancashire.
3. To participate and contribute to Age UK Lancashire’s activities, attending meetings, training courses etc as required.
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| **Flexibility Clauses:** | * The nature of this post will require flexibility to meet some urgent work needs as they arise. This may entail some occasional weekend or evening work.
* This job description is not intended to be exhaustive. The post-holder will be expected to adopt a flexible attitude to duties which may have to be varied (after discussion with the post-holder) subject to the needs of the service and in keeping with the general profile of the post.
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| **Age UK Lancashire - Person Specification**  | **Essential** | **Desirable**  | **Assessed by**  |
| **Marketing Manager** | Application Form  | Assessment Centre  | Presentation | Interview |
| **Experience** |
| Minimum of two years’ experience of marketing with a solid knowledge and understanding of both traditional and digital marketing approaches. | x |  | x |  | x | x |
| Managing, setting and reconciling budgets. | x |  | x |  | x | x |
| Experience of networking and establishing professional contacts and mutually beneficial partnerships |  x |  | x |  | x | x |
| Performance management of staff  |  | x | x |  | x | x |
| **Knowledge** |
| Competent at using digital marketing platforms including Google analytics, Metricool, MailChimp, Canva and CMS. | x |  | x |  | x | x |
| Updating and editing websites  |  | x | x |  |  | x |
| Adept at driving engagement through social media channels including Facebook, Instagram and Linked In. | x |  | x |  |  | x |
| A relevant marketing and / or digital marketing qualification |  | x | x |  |  | x |
| **Skills** |
| A self-starter, able to work on own initiative and as part of a team. | x |  | x |  |  | x |
| A creative flair and a natural storyteller who is passionate about our work with older people and the impact and difference that we make. | x |  |  |  |  |  |
| Excellent, concise communicator who is particularly adept at content creation for digital channels. | x |  | x |  | x | x |
| Able to build positive, productive relationships with colleagues, partners and supporters. | x |  | x |  | x | x |
| A strong planner with the ability to juggle priorities and work flexibly when needed. | x |  | x |  | x | x |
| Excellent IT skills. | x |  | x |  |  | x |
| **Other Requirements** |
| Demonstrable commitment to the values of Age UK Lancashire | x |  |  |  |  | x |
| Active commitment to Continuous Professional Development  | x |  |  |  |  | x |
| Holder of valid GB or NI driving licence. You will be required to maintain appropriate insurance cover, including for business use. Use of a suitable car. | x |  |  |  |  | x |