

Marketing Manager

24 hours per week. Permanent contract

Department:	Development	Level:	Band B2
Reporting to:	Head of Development	Location:	Either home or office based

Job Description

Purpose of the Post

As Marketing Manager, you will implement ACCT UK's new brand strategy. We are looking for someone to bring enthusiasm, personal credibility, discretion and sensitivity during this very exciting time for us. The key aspects of this job will be to:

- Actively maintain high levels of public awareness of ACCT UK, its aims and activities.
- Maximise fundraising and support for ACCT UK by leading our communication strategy.
- Manage a small marketing budget.
- Manage ACCT UK's new social media channels and new website.

Principal Responsibilities

Communication Strategy and Campaigns

- Continuing the development of ACCT UK's brand strategy.
- Building and driving clear communications strategy and plans to meet ACCT UK's goals.
- Co-ordinating regional marketing initiatives.
- Building campaigns that drive ongoing engagement with ACCT UK.
- Analysing campaign performance and applying improvements to future campaigns.
- Acting as brand guardian for ACCT UK; ensure brand guidelines are consistently applied.
- Utilising the Chief Executive and Deputy Chief Executive to promote the work of ACCT UK and the wider youth sector through a range of engagement mediums.

Media

- Content management of the ACCT UK website and social channels
- SEO strategy development and management.
- Agreeing digital media advertising plans.

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Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

- Developing and monitoring brand ambassador programmes, including social influencers, to deliver high impact content.
- Monitoring performance to inform ACCT UK's strategy as it develops.
- Leading on responses to occasional media enquiries.

General

- Any other commensurate task as directed by line management.

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> • A recognised qualification or proven success in marketing. • Hands on digital marketing / communications experience • Evidence of continuing personal and professional development. 		Application form, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> • Knowledge of contemporary marketing and communications practices. • Familiarity with the use of social media to achieve marketing and communications objectives • Experience of working with partners, internally and externally. • Experience of building and implementing a communication and brand strategy. 	<ul style="list-style-type: none"> • Experience within the charity or not-for profit sector • Knowledge of the youth environment • Experience of PR 	Application form, interview, references
Skills and ability	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Meticulous attention to detail with good copy writing, copy editing and proof-reading skills. • Ability to work on own initiative to agreed objectives. • Effective IT skills (MS Office and management of website CMS). • Demonstrable success in establishing effective working relationships. 	<ul style="list-style-type: none"> • Information gathering and analysis skills • Project management 	Application form, interview, references

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