



## Marketing Executive

Grade: 8

**Directorate:** Fundraising, Marketing and Communications

**Location:** HQ, WWT Slimbridge

**Reporting to:** Marketing Manager

**Main function of post:** Under the direction of the Marketing Manager, manage the marketing of: existing and new fundraising products, integrated, multi-channel supporter campaigns, policy initiatives, and conservation and brand campaigns.

**Supervisory responsibilities:** None

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## Main duties of the post

1. Assist the Marketing Manager with the marketing of a wide range of fundraising activities. To involve: feeding into the strategic planning; liaising with other departments to ensure messaging is planned, consistent, and on-brand; and briefing and managing external agencies as required.
2. Manage the marketing of WWT's adoption scheme, including the production of adoption communications and fulfilment materials, ensuring costs are kept within budget and deadlines are met.
3. Work with the Marketing Manager to develop and execute brand campaigns.
4. Work closely with the Supporter Development and Digital teams, as well as external agencies, to maximise recruitment and retention of supporters via email, social media, ppc and other digital platforms, and report back on campaign performance.
5. Under the direction of the Marketing Manager, input in to the development of the supporter journey, to work towards a supporter-orientated programme, liaising with internal teams and managing external agencies to create effective supporter-centric communications.
6. Work closely with the Insight team in the segmentation and analysis of campaigns and report to the Marketing Manager on response rate and ROI.

7. Maintain, to the highest standard, day-to-day financial administration records for work areas (including invoicing and keeping accurate expenditure records) and use this information to feed into the budgeting process.
8. Provide other support to the Marketing Manager as required ensuring the smooth functioning of the Fundraising Marketing and Communications Directorate.
9. Work with the Marketing Manager, the Campaigns and Communications team and the Conversation directorate to develop and deliver effective marketing campaigns aligned to our core objectives.
10. Be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
11. Be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
12. Interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:** May 2015

**Amended:** March 2021

# Person Specification

## 1. Qualifications

### **Essential:**

- Educated to degree level or equivalent, ideally in a business or marketing related discipline
- Current driving licence as the ability to travel to other locations, including other WWT sites, is essential

### **Desirable:**

- Professional marketing qualification e.g. CIM or IDM

## 2. Experience

### **Essential:**

- Experience gained within a marketing role
- Creative agency management
- Project management
- Editorial planning for marketing print and communications
- Digital marketing experience
- Copy editing and proof reading experience
- Excellent working knowledge of Microsoft Word and Excel
- Excellent verbal and written communication skills

### **Desirable:**

- Google Analytics
- Google Ads including AdWords
- Experience gained within the charity sector
- Experience gained within a fundraising role

## 3. Managerial & Supervisory

**Essential:** None required

## 4. Responsibility

### **Essential:**

- Responsible for delivering work on time and within budget
- Producing high quality, accurate material
- Ability to brief external agency and suppliers and ensure that all requirements are met
- Ability to manage the editorial and publishing process
- Ability to work across departments independently
- Ability to prioritise effectively, balancing deadlines and workloads

**Desirable:**

- Budget management experience

**Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£0
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	N/A

## 5. Creative Ability

**Essential:**

- A creative thinker who is able to evaluate creative work and originate ideas
- Experience of working with different marketing mediums e.g. digital and DM.
- Must be able to work under pressure to meet tight deadlines
- Excellent organisational skills

## 6. Contact

**Essential:**

- Experience of briefing and managing agencies
- The post holder will be expected to liaise with colleagues in other departments, at centres and with external contacts on a regular basis
- Team working skills
- Excellent verbal and written communication skills

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## General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.