



Post: Marketing Executive

Grade: 8

Directorate: Marketing & Supporter Development

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 brand campaigns. To involve: administrative and reporting activity, planning and producing supporter-centric communications across print and digital channels, and briefing and managing external agencies.

Supervisory responsibilities: None

Hours worked: 37.5 hours per week

Working pattern: Monday to Friday

Main duties of the post

1. Assist the Marketing Manager with the marketing of the regular giving schemes. 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 online team and 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. Work with the Marketing Manager and Head of Digital & Design to develop programmatic email marketing, pre-donation e.g. basket abandonment, to aid membership and adoption acquisition and post donation e.g. thank you/welcome emails, to thank and engage new supporters.

6. Under the direction of the Marketing Manager, input in to the development of the supporter journey, to work towards a supporter-orientated programme. To involve liaising with internal teams and managing external agencies to create effective supporter-centric communications.
7. Work closely with the Insight team in the segmentation and analysis of campaigns and report to the Marketing Manager on response rate and ROI.
8. 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.
9. Provide other support to the Marketing Manager as required ensuring the smooth functioning of the Marketing & Supporter Development Directorate.

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.

Date raised: May 2015

Amended: May 2017

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent, ideally in a business or marketing related discipline

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
- Must be able to work under pressure to meet tight deadlines

Desirable:

- Google Analytics
- 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 0

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

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.

Whilst this post is based at WWT Slimbridge, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.