

Post: Brand 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 implementation of the WWT rebrand.

Supervisory responsibilities: None

Hours worked: 37.5 hours per week. In addition to normal hours of work, this role is required to work those hours necessary to fulfil the requirements of the position to the satisfaction of the Trust

Working pattern: Monday to Friday

Main duties of the post

1. Assist the Marketing Manager with the implementation of the WWT rebrand. To involve: feeding into the strategic planning; auditing all branded materials; liaising with other departments to ensure messaging is planned, consistent, and on-brand; and briefing and managing external agencies as required.
2. Manage the timing plans for the implementation delivery through the project management framework.
3. Work with centres to understand branded materials required and put together plans for delivery.
4. Work with the Marketing Manager to develop and execute campaigns promoting the new identity.
5. Work closely with the digital team and external agencies to ensure consistency of rebrand implementation across email, social media, search and other digital platforms.
6. Maintain, to the highest standard, day-to-day financial administration records for work areas (including invoicing and keeping accurate expenditure records).

7. Provide other support to the Marketing Manager on marketing briefs as required.

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: March 2019

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent

Desirable:

- Project management qualifications e.g. Prince 2

2. Experience

Essential:

- Experience gained within a marketing role
- Creative agency management
- Project management
- Copy editing and proof reading experience
- Excellent verbal and written communication skills

Desirable:

- Use of project management tools e.g. Prince 2
- Experience of working in a UK-wide organisation with regional locations
- Experience of delivering proactive and reactive media communications
- Internal communications experience

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 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)	£100,000
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 develop innovative ideas
- Must be able to work under pressure to meet tight deadlines
- Excellent organisational skills

6. Contact

Essential:

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

General Notes

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.