



Post: Marketing Manager

Grade: 10

Directorate: Marketing & Supporter Development

Location: HQ, WWT Slimbridge

Reporting to: Head of Brand & Marketing

Main function of post: To provide marketing strategy and execution in delivering our strategic aims, raising awareness and understanding of the brand while delivering on our supporter development requirements. You will ensure that the brand is consistently and compellingly communicated through preferred channels to agreed priority segment audiences.

Supervisory responsibilities: Marketing Executives x 2

Hours worked: Full time, 37.5 hrs per week

Working pattern: Monday to Friday 9am to 5.30pm

Main duties of the post

1. Ensure that the WWT brand and vision are appropriately communicated and strengthened via consistent application at all touchpoints in the supporter journey, from first contact, recruitment, development and retention.
2. Ensure we successfully communicate a compelling offer to our agreed audience segments and achieve our objectives through consistently excellent marketing driven by evidence, insight and creativity.
3. Work closely with the Supporter Development, Visitor Marketing, Learning and Digital & Design team leads to deliver a considered, channel and message appropriate, audience driven approach.
4. Work closely with relevant national leads to deliver their desired marketing outcomes e.g. membership sales, appeal targets, conservation delivery.
5. Be the brand team representative on cross function project teams to deliver effective and motivating marketing solutions.

6. Maximise your team members' contribution and development to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through mentoring, training and individual guidance.
7. To contribute to a safe, healthy, secure and comfortable environment for all team members and visitors by complying proactively with all safety standards, procedures and risk assessments.

Date raised: 17.4.17

Amended: N/A

Person Specification

1. Qualifications

Essential:

- Educated to degree level (or qualifications that are of the same level/standard) in a relevant subject area

Desirable:

- Post graduate qualification in a relevant subject area
- Additional courses in relevant subject areas eg Management skills, Marketing

2. Experience

Essential:

- Senior level experience of working in a similar marketing role
- Senior level experience of multi-media campaign development and execution
- Senior level experience of budget management and resource planning
- Project management experience
- Experience of building effective relationships with marketing agencies
- Digital marketing experience

Desirable:

- Experience of working in a matrix management structure

3. Managerial & Supervisory

Essential:

- Ability to determine team priorities, set tasks and appropriately allocate resources
- Confidently able to train, motivate and engage your team (including volunteers)
- Experience in managing the life cycle of team members to include:- recruitment, appraisals, objective setting and performance management including holding difficult conversations
- Experience of managing change in a multi-disciplinary environment

Type of staff	Number managed	Number supervised
Employed Staff	2	0
Volunteers / Casual Workers	0	0
Contractors	5	0

4. Responsibility

Essential:

- Ability to translate strategic direction into plans to implement and deliver
- Ability to work independently under own initiative and to deliver through influencing and managing others
- Knowledge and experience of adhering to workplace relevant legislation eg: Data Protection, Health and Safety
- Ability to multi-task, balancing deadlines and workloads to consistently deliver plans and actions to a high standard

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£725,000
Cash Handling	£0
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	N/A

5. Creative Ability

Essential:

- Very high level of original thought required in developing marketing solutions
- Ability to manage the complexity of demands posed by both a commercial and conservation environment
- Able to see opportunities to develop the WWT brand
- Imaginative and resourceful in problem solving
- An eye for detail and presentation

6. Contact

Essential:

- Ability to establish and maintain regular high level contact with colleagues within M&SD and other directorates
- Ability to represent the WWT brand to high level internal and external audiences
- Ability to maximise the input and value delivered through matrix management structures
- Ability to establish and maintain contact with external suppliers, ensuring that required standards are delivered by suppliers and contractors
- Ability to negotiate effectively with suppliers and partners
- Ability to work positively with HQ functions on a regular basis

- Ability to present confidently and effectively to senior internal and external audiences
 - Experienced in and confident at handling verbal and written communication at all levels is essential
 - Good diplomacy/persuasive skills are essential, as is the ability to put forward a strong case
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General Notes

This position will from time to time require work during 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.