

## ROLE PROFILE

<b>Job Title:</b>	Marketing Manager
<b>Based:</b>	Central Reading
<b>Hours:</b>	28-37 hours per week
<b>Remuneration:</b>	£40,000 FTE
<b>Contract:</b>	Part Time / Full Time Established
<b>Reporting To:</b>	Head of Marketing and Fundraising
<b>Direct Reports:</b>	0

**JOB PURPOSE:** To raise, build and maintain awareness of Launchpad Reading

### 1. KEY DUTIES

- 1.1. To work with the Head of Marketing and Fundraising on the development and implementation of a marketing strategy and annual marketing plans for Launchpad Reading to ensure the charity achieves its business aims
- 1.2. To lead on the delivery of existing marketing campaigns and activities, to include the charity's website, social media channels including out of hours monitoring, Google Adwords grant, a monthly e-newsletter and all printed and digital materials, and to seek new and creative ways to present the charity to its target audiences
- 1.3. To lead on developing a marketing strategy and activity plan to celebrate the charity's 40<sup>th</sup> Anniversary in 2019/20, ensuring every opportunity is used to increase public awareness and offers of support
- 1.4. To provide marketing support and materials to all sections of Launchpad Reading to ensure they are able to achieve their objectives
- 1.5. To build and maintain the charity's resources library including case studies, photographs, quotes, impacts reports, etc
- 1.6. To work closely with the Operational Teams to clearly explain Launchpad's work and its impact to the charity's key audiences
- 1.7. To write compelling content, manage photoshoots and build strong working relationships with external marketing suppliers and agencies
- 1.8. To manage and embed Launchpad's brand guidelines and be a passionate advocate of its visual and brand identity
- 1.9. To maintain good relationships with local media, issue regular press releases to achieve media coverage and respond to questions and issues as they occur, liaising with the Senior Management Team and relevant staff as required

- 1.10. To be sufficiently IT proficient to run reports from and update the Marketing & Fundraising CRM system, ThankQ
- 1.11. To ensure GDPR compliance in any marketing communications with supporters
- 1.12. To have financial management and accountability of marketing campaigns and marketing spend
- 1.13. To attend out of hours meetings and events in support of Launchpad when required.
- 1.14. Advise the Senior Management Team and the wider staff team on PR and Social Media issues

## **2. FINANCE AND ADMINISTRATION**

- 2.1. To ensure that all financial transactions relating to the post are carried out in accordance with the agreed procedures and within the framework of Launchpad's financial procedures and delegated authority
- 2.2. To produce written reports and complete monitoring and evaluation procedures as requested

## **3. GENERAL**

- 3.1. Attend evening Board of Trustee meetings, Board of Trustee sub committees and other management meetings as required
- 3.2. Assist in the development, implementation and review of relevant written policies and procedures
- 3.3. Attend regular support and supervision sessions and annual appraisal interviews
- 3.4. Provide written and verbal reports as required
- 3.5. Keep up to date with relevant changes in legislation and other external issues and be aware of how they may impact on the work of the organisation
- 3.6. Provide PR support during Major Incidents involving Launchpad clients or properties
- 3.7. To operate within the framework of procedures and policies of Launchpad
- 3.8. To carry out any other reasonable duties as delegated by the CEO to ensure the smooth running of the organisation

## **PERSON SPECIFICATION**

- A creative and strategic marketing professional, with senior marketing experience of delivering

effective marketing activities, both digitally and in print

- Excellent copywriting skills and the ability to convey the work of Launchpad with empathy and passion
- Hands on experience of championing a brand and embedding it across all aspects of the charity
- Experience of commissioning work from external agencies and suppliers and of working with the media, including writing and issuing press releases, responding to media enquiries and crisis management
- Experience of using web and digital content management and analytics systems
- Detailed knowledge of data protection legislation and its impact on marketing campaigns
- Ability to set and scrutinise the marketing budget
- This is a hands on active role that requires flexibility and the ability to work in a busy environment to achieve objectives