

## **Job Description – Blind Veterans UK**

**Job title:** Senior Manager Community Marketing

**Reports to:** Head of Community Engagement

**Department:** Engagement

**Location:** London

**Last updated:** September 2017

### **Job purpose**

To work with Senior Community Engagement to develop and implement integrated marketing and communication plans that engage members, volunteers and supporters at a local level.

To support the plan to increase awareness, understanding and consideration among target audiences in communities across the country.

To lead and manage a team (of circa 11 people) and work in partnership with regional operations and fundraising colleagues to achieve the organisations engagement goals (including member advocacy) at a community level.

To achieve/surpass marketing targets.

### **Main accountabilities of the post**

1. Work with Head of Community Engagement to recruit, develop and manage a highly effective team to achieve stretch goals, managing team performance on an ongoing basis, rewarding success and acting on under performance.
2. Manage team performance on an ongoing basis, rewarding success and acting on under performance.
3. With the Head of Community Engagement work to deliver the Engagement strategy with accountability for effectively operationalising community marcoms and member engagement strands.
4. As part of the organisation's integrated marketing and communications approach, plan and deliver targeted engagement/acquisition activity community by community. Fully engage operations, fundraising and volunteering colleagues in this process.
5. Work with Senior Manager Digital to ensure that use of the channel is maximised via community marcoms activity.
6. Advocate on behalf of members, building and managing partnership as required, such that members voices are heard.
7. Develop and manage a budget to achieve the required ROI, year on year.
8. Support the development the brand, ensuring that all community marcoms activity supports brand coherence.
9. Use audience insight and market research to inform all marketing planning and decision making and be a champion for audience focus.
10. Monitor and evaluate all marketing activity, seeking constant improvement.
11. Achieve/surpass marketing targets (including improved brand metrics).

## **Additional responsibilities**

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all activity.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.
- Engage actively with our volunteers as appropriate and within the scope of the post.
- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

## **Autonomy and decision making**

The post will receive guidance from the Head of Brand & Marketing, in terms of prioritising workload and time management. The post holder will receive guidance on strategic direction but will have a high level of decision making in relation to day to day activity and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions

## **Communications**

The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation, our Board, partners, supporters and potential supporters.

The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work with the Director, Heads of Department and managers to establish an engagement function that others across the organisation want to work with and receive professional assistance from.

## **Work context**

1. The post operates within a busy department in a fast- moving Charity where effective matrix management and teamwork across divisions is pivotal. Primarily office based in London but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.
2. Developing a brand that has a niche audience. Working with agencies.
3. Ensuring that we are maximising use of the digital channel.
4. Setting and working to challenging targets with conflicting demands requiring prioritisation.

5. Managing a diverse team of marketing and communications professionals through a period of change.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Marketing &amp; Communications theory and practice.</li> <li>• Know how to monitor and evaluate marketing &amp; communications performance</li> <li>• An understanding of the digital channel</li> <li>• An understanding of advocacy and how it works</li> <li>• Working knowledge and understanding of GDPR regulations</li> <li>• Budget management</li> </ul>	
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Proven ability to engage diverse groups of colleagues across the organisation, creating a culture of 'one organisation, 'one team' and motivating all members of staff and volunteers to become a Blind Veterans UK brand ambassador.</li> <li>• Strong marcoms planning skills</li> <li>• B2C marketing skills</li> <li>• B2B marketing skills</li> <li>• Good people management skills.</li> <li>• Demonstrable capacity to generate imaginative, innovative, cost effective solutions to complex market problems.</li> <li>• Excellent interpersonal and communication skills.</li> <li>• Meticulous attention to detail</li> <li>• Good analytical skills.</li> <li>• Budget development and management</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent presentation and report compilation skills</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in relevant discipline or equivalent relevant vocational experience.</li> <li>• Member of the chartered Institute of Marketing</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of gathering and using audience insight to inform planning</li> <li>• Experience of developing and managing integrated marcoms plans to good effect</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of the military environment</li> <li>• Experience of working at a community level</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of customer acquisition marketing</li> <li>• Significant experience of managing a home based /remote team to achieve targets.</li> <li>• Track record of developing people and achieving results through others</li> <li>• Demonstrable track record of finding new solutions to old problems.</li> <li>• Experience of establishing and maintaining strong relationships with a wide range of stakeholders with the sensitivity to achieve consensus.</li> <li>• Experiences of developing, monitoring and enforcing brand guidelines (including tone of voice).</li> <li>• Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage</li> </ul>	
<p><b>Personal qualities</b></p>	<ul style="list-style-type: none"> <li>• Well-developed level of emotional intelligence</li> <li>• Persuasive and patient</li> <li>• Hard working, tenacious, determined</li> <li>• Strong leadership by example</li> <li>• Tact and diplomacy</li> <li>• Resilience</li> <li>• Resourcefulness and creativity</li> <li>• Good team player</li> </ul>	