

**Job profile**

**Role: Marketing & Digital Manager**

**Responsible to: Head of Communications**

**Salary c£37k per annum**

**Position: Permanent, full time, 37.5 hours per week**

**Location The Poppy Factory, Richmond, Surrey**

**Role Purpose**

* To develop and deliver marketing and digital strategies that supports the organisation and overall communication strategy.
* To work in close partnership with the Fundraising and Employability Services to develop integrated plans that boost funds and support campaigns/projects.
* To raise the profile of the Poppy Factory across the UK and support the extension of its employability service to wounded, injured and sick (WIS) veterans.
* To deliver high quality marketing and digital activity that promotes and protects the profile and reputation of The Poppy Factory.
* To be a member of the Poppy Factory’s communications team and actively contribute creative ideas and innovative plans.

**Key Responsibilities:**

* Work with the Head of Communications to further develop and implement clever and cost-effective marketing communications strategies to continue to raise the profile of The Poppy Factory in line with its ambitions.
* Closely support the fundraising and employability teams to reach clients, employers, donors and sponsors. Work with all departments to ensure on-brand and appropriate presence at events, successful direct mail and advertising campaigns.
* Identify trends, undertake customer research and analyse TPF’s primary data to help the organisation understand the needs of different customers and to develop stakeholder-appropriate messaging. Segment customers across business functions, precisely targeting customers to improve ROI as part of an effective marketing strategy.
* Increase digital engagement and customer acquisition by managing and developing current and new social media channels, including content strategies for these.
* Run cost-effective digital advertising campaigns to support beneficiary acquisition goals, regular TPF campaigns and brand awareness.
* Manage the charity’s website, improving SEO to increase search rankings, keeping content fresh, focused and relevant, optimising the user experience, and conversion processes to increase lead generation from campaigns. Use tools to monitor and report on performance, as well as managing developers.
* Manage the production of all marketing materials – internal and external, working with the Marketing & Communications team to create engaging publications, liaising with department colleagues to develop concepts and curate content, proof reading, copy writing and managing designers and printers where necessary.
* Line Manage and coach a direct report within the Marketing and Communications team and the Tour Guide team (x6), with regular supervision and performance management.
* Manage the visitor/tour experience, working with colleagues from Fundraising, Volunteering and MarComms to develop a modernised offering to visitors that is also sensitive to staff needs, including the presentation, artefact display, supporting collateral, lead generation and feedback mechanisms, the new building offer and the gift shop.
* Deputise for the Head of Communications when required.
* Work flexibly to meet and support changes to the organisation/environment and undertake any other duties as required within the level and scope of the responsibilities of the role, including travel and working out of hours when required.
* To be an ambassador for the Poppy Factory, working in accordance with its vision, mission and values.

**Person Specification**

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| Criteria | Essential  | Desirable  |
| Qualifications | * Educated to degree level or equivalent experience
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| Experience | * Significant experience of developing and delivering marketing and digital strategies
* Knowledge of principles, practices and techniques of marketing
* Significant experience of managing social and digital media
* Proven ability to handle sensitive, confidential issues.
* Awareness of the importance of accuracy: quality control and excellent service for internal and external audiences.
* Demonstrable experience of working as part of a team and independently
* Experience of managing projects, delivering on time and on budget
 | Experience gained within the charity or not for profit sectorExperience of the military sector |
| Knowledge & Skills | * Confident in a wide range of communications channels and modern and emergent communications and marketing techniques
* Excellent oral and written communications skills.
* Creative thinker with strong analytical skills able to assimilate information quickly
* Political awareness
* Able to work effectively under pressure and dealing with conflicting priorities
* Proven ability to handle sensitive, confidential issues
* Familiarity with a range of IT systems
 | Knowledge of public policy in the field of disability and employment  |
| Personal Attributes | * Resilient and tenacious in approach to challenges
* Comfortable working in a diverse environment
* Self-starter, strives to achieve excellent results
* Open to new ideas and perspectives
* Empathy with needs of the Poppy Factory’s client group
* Acts as a role model and leads by example
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**Company Information**

The Poppy Factory is an independent charity which was founded in 1922 with the object of providing paid employment opportunities for disabled ex-Servicemen and women. A factory was established in Richmond to make poppies and other commemorative items to achieve this purpose. The products are sold under special arrangements to The Royal British Legion.

Whilst the charity continues to provide paid employment through its Factory for disabled ex-Servicemen and women, it also facilitates paid and meaningful employment opportunities for wounded, injured and sick (WIS) ex-Servicemen and women throughout England and Wales, via its community based employability service. We can also provide assistance in Northern Ireland.

This is an excellent opportunity to join The Poppy Factory at an exciting period of expansion in its activities supporting veterans. We hope you are inspired to join us in our important and exciting work to create a world in which every workplace values disabled veterans.

**How to apply**

To apply for this position please prepare your CV and a covering letter clearly outlining how you meet the essential criteria in the person specification. You may address your covering letter to Joanna Jacobson, Head of Communications.

The deadline for completed applications is midnight on **15th May**. Please note that we cannot accept late or incomplete applications. Interviews are expected to take place in weeks commencing **21st and 28th May**.

For an informal conversation about the role, please contact Joanna Jacobson on 020 8939 1879.

[Apply for the role of **Marketing & Digital Manager**](https://poppyfactory.has-jobs.co.uk/marketing-digital-manager-london/190797/0/apply)

**Benefits, terms and conditions**

The Poppy Factory aims to be a model employer and offers equitable terms & conditions of employment and a range of enhanced benefits, as outlined below:

**Salary:** All our salaries are benchmarked based on the requirements of the job description and comparable roles in the charity sector. Salaries are subject to annual review.

**Hours of Work:** Unless otherwise stated, contracts are normally offered on a full time basis, 37.5 hours a week, Monday to Friday.

**Location:** The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR (or home based if applicable).

**Contract:** unless advertisement states otherwise all posts are offered on a permanent contract (subject to completion of a six-month probationary period).

**Pension:** on completion of three months service staff will be auto-enrolled into the Poppy Factory occupational pension scheme offered by Standard Life. Contribution rates on auto-enrolment are 1% employer and 1% employee (via salary sacrifice). Staff may choose to increase their contribution rate to either 2.5% or 5%. The Poppy Factory will contribute double the rate i.e. 5% or 10% respectively.

**Annual Leave:** Full time staff entitlement is 24 days per year with 1 day’s additional leave on completion of 3, 4, 5 and 9 years’ service (i.e. to a maximum of 28 days) plus 1 day in lieu of Armistice Day plus public holidays.

**Reservists Leave:** Staff who are members of the Reserve services are entitled to five days paid leave to support their reservist activities.

**Life Cover:** Life insurance cover of 3x annual salary.

**Employee Assistance Programme**: 24 hour/365 days confidential service offering a wide range of advice and support.

**Family Friendly:** Enhanced parental benefits (subject to meeting statutory requirements).

**My Work/Life Benefits:** Childcare vouchers scheme (via salary sacrifice), cycle to work scheme, and access to our benefits portal offering a wide range of discount vouchers and promotions for high street shopping, restaurants, experiences and days out.

**Equality, Diversity and Inclusion**

We are committed to equality, valuing diversity and promoting inclusion within our workforce, including the volunteers who give their time to us. We work to maintain an environment where the needs and aspirations of all employees are met, irrespective of characteristics protected under the legislative framework of the Equality Act 2010. We expect everyone to understand and accept their personal responsibility to recognise and value differences and the unique contributions that people make to the way we deliver our work.

As an equal opportunities employer our commitment is to take positive measures to recruit people from underrepresented groups, and we actively encourage applicants from diverse backgrounds. As a Disability Confident employer, we offer a guaranteed interview for any job applicant with a disability who meets the essential criteria for the role. Please indicate in your application if you wish to be considered under this scheme. We are also happy to discuss reasonable adjustments to the application or interview process to accommodate disabled candidates.

We are a family friendly employer and happy to discuss flexible working.