



THE ROYAL BRITISH LEGION/POPPYSCOTLAND/NMA

Job Title	Assistant Director of Marketing
Reporting To	Director of Remembrance & Marketing
Responsible For	Head of Brand Head of PR Head of Digital Head of Social Media & Content Head of Armed Forces Marketing

Role Purpose:

To lead, manage and develop the Marketing team to deliver an integrated brand and communications plan to RBL key audiences: Beneficiaries; Supporters, Members and Public.

Key Responsibilities:

- Develop and agree with Director of Remembrance & Marketing the objectives for each of the Marketing teams.
- Oversee development of all aspects of the RBL brand proposition and identity
- Oversee the development of an integrated marketing plan that will deliver increased comprehension and relevance of the RBL
- Engage with the rest of the organisation to ensure the marketing plan reflects the agreed priorities within Fundraising/Membership/Operations/Public Affairs.
- Engage with the rest of the organisation to increase awareness of the benefits of an integrated marketing plan and increase capability in achieving this.
- Lead and develop a team with the appropriate skills and experience to deliver the marketing plan to expectations.
- Full budget responsibility across all marketing teams for both headcount and expenditure ensuring appropriate forecasting model is in place and regularly monitored.
- Develop, agree and report KPI's and measures across all teams to Director Marketing & Communications on monthly basis and recommend appropriate measurement methods and tools.
- Lead and develop a best in class digital hub that supports the needs and expectations of the marketing team and the wider organisation.
- Lead and develop a clear Social strategy at a national level that underpins the wider marketing objectives and supports our Fundraising and Operations objectives
- Support the rest of the organisation to develop an audience focused Services &



Support strategy.

- Support the Director of Remembrance & Marketing in appointing and managing appropriate agency support across the marketing function (PR/Brand/Digital).
- Support the Director of Remembrance & Marketing in crisis communications scenarios and directing corporate responses to protect and enhance the reputation of the charity.

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL *these are included in ALL job descriptions*

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).



Consider if the criteria are essential, can training be provided or candidates upskilled.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Educated to degree level or equivalent	D	Assessment/Interview
Significant management background in a national organisation responsible for Marketing & Communications	E	Application
KNOWLEDGE & EXPERIENCE		
Significant experience of managing a budget in excess of £5m	E	Interview
Significant experience of managing large, diverse teams	E	Application/ Interview
Significant experience of managing agencies/ suppliers	E	Application/ Interview
Significant experience of developing all aspects of brand proposition & identity	E	Application/ Interview
Significant experience leading digital & social teams	E	Application/ Interview
Significant experience in creating, developing and executing annual marketing plans	E	Application/ Interview
Knowledge of data protection legislation	E	Application
Knowledge of media and communications regulations & legislation	E	Application/ Interview
Experience of implementing a results-based approach across Marketing teams	E	Application/ Interview



Experience of delivering national campaigns	E	Application/ Interview
SHARED VALUES AND BEHAVIOURS		
<p>Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p>Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p>Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.</p> <p>Valuing our People We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
SKILLS & ATTRIBUTES		
Example: Strong IT skills – competent user of MS Office, with a high level of proficiency in Excel and familiar with <i>named</i> database systems		Interview/Assessment/ Application