



## THE ROYAL BRITISH LEGION

**Job Title** Marketing Manager – Armed Forces

**DBS Level** Nil

**Reporting To** Head of Marketing – Armed Forces

### **Role Purpose:**

Support the Head of Marketing - Armed Forces in raising awareness of The Royal British Legion within the serving armed forces community through an integrated marketing strategy and dynamic use of online and offline opportunities.

### **Key Responsibilities:**

1. Support the Head of Department in implementing a Marketing Strategy targeted to the serving community, working across the whole Legion.
2. Delivering a targeted social content strategy aimed at the serving community and its constituent audiences.
3. Under the direction of the Head of Department develop and maintain the serving community marketing toolkit and ensure its distribution and correct use across all channels.
4. Work in conjunction with the Partnerships & Events Officer to amplify headline events throughout the year, ensuring that they maintain a marketing output.
5. Collaborate across the Legion and look for opportunities for the serving community.
6. Engage with the serving community to find stories for case studies and convert these into ambassadors in concert with the PR Team.
7. Search for opportunities for free media and find new or innovative opportunities to raise awareness of the Legion in the serving community.
8. Identify new opportunities, through high level engagement, for partnerships and promotions in the serving environment that will raise our profile by adding value for serving men, women and their families.
9. Identify emerging service trends and issues and communicate this internally to ensure the wider Legion can act upon this intelligence.
10. Periodically lead cross-directorate teams to deliver major quarterly marketing campaigns.
11. Any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the line manager or Head of Department (HoD).



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

- 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  |
|--|-----------------------|---|
| <b>QUALIFICATIONS</b>  |                       |   |
| Good level of education – A Levels or equivalent   | E                     | Application   |
| Recognised Marketing or Communications Qualification   | D                     | Application   |
| <b>KNOWLEDGE &amp; EXPERIENCE</b>  |                       |   |
| Demonstrable experience of delivering marketing or communications for a recognisable brand or organisation.  | E                     | Interview   |
| A good understanding of the UK Armed Forces, its structure and its constituent parts.  | E                     | Interview   |
| Demonstrable experience delivering social and digital strategies   | E                     | Interview   |
| Specialist knowledge of Media and Press functions and evidence of PR success.  | D                     | Interview   |
| Able to keep abreast of the commercial sector by utilising the latest technologies and communications techniques.  | E                     | Interview   |
| <b>SHARED VALUES AND BEHAVIOURS</b>  |                       |   |
| <p><b>Service</b><br/>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><b>Collaboration</b><br/>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><b>Passion</b><br/>We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p><b>Excellence</b><br/>We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches,</p> |                       | <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> |



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|---|---|-----------|
| <p>challenge each constructively and are willing to learn.</p> <p><b>Valuing our People</b><br/>We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.</p> |   | Interview |
| <b>SKILLS &amp; ATTRIBUTES</b>  |   |           |
| Strong online skills – competent user of Social Media platforms (Instagram, Twitter, Facebook and YouTube), Email Building software, analytic programmes  | E | Interview |
| Demonstrates the ability to build rapport and to understand needs, wants and expectations, particularly within our audiences: Veterans/ Serving Personnel/ Armed Forces Community, at all ranks and within all Services           | E | Interview |
| Strong leadership and presentation skills   | E | Interview |