

SERVICES MARKETING OFFICER
Role Profile and Person Specification

Role:	Services Marketing Officer
Responsible to:	Services and Supporter Marketing Manager
Hours of work:	37.5 hours per week
Location category:	Leicester with agile working practices in place
Driver Status:	Permitted Driver

Main purpose of the role

The Services marketing (SM) officer is responsible for the planning and execution of welfare marketing to maximise the profile of the Association and contribute to the overall objectives to recruit high-quality welfare volunteers, encourage new service-users and increase uptake of our welfare services. The role will act as the day to day contact for welfare marketing and forge strong relationships with key agencies and suppliers. The role reports to the Services and Supporter Marketing Manager. In addition, the role will contribute to wider organisational marketing, communication and engagement planning and implementation, when required.

Primary responsibilities

- Co-ordinate and drive delivery of integrated welfare recruitment and service marketing campaigns and materials, ensuring strict control and compliance with brand guidelines.
- Co-ordinate and drive delivery of integrated channel-neutral person-centric acquisition campaigns, creating cost-effective leads and achieving successful conversion and maximising retention and satisfaction.
- Be the subject matter expert (SME) for welfare marketing and communication activity.
- Work closely with welfare colleagues to understand priorities, in order to design mutually-agreed activity deliverables specifically relating to volunteer recruitment and growing welfare offer.
- Co-ordinate day to day with agencies and suppliers plan and execute integrated activity, utilising their expertise to maximise value and success.
- Work with the Customer Care team to ensure supporter experience opportunities are maximised and managed in line with the overall Engagement plan.
- Liaise with Services and Supporter Marketing Manager to ensure services marketing plans are de-conflicted and harmonised within the Association's overall wider marketing, communication and fundraising plans.

This role profile is intended to represent the core criteria of the role rather than providing an extensive list of tasks. In addition to the responsibilities listed above, all employees are required to observe the Association's commitment to Health and Safety and Safeguarding as outlined in the Employees' Health & Safety & Safeguarding Commitment.



Services Marketing Officer
Person Specification

	Essential	Desirable
Education/ qualifications	<ul style="list-style-type: none"> - Experience in fundraising, marketing or communications. 	<ul style="list-style-type: none"> - Educated to degree level or equivalent relevant in fundraising, marketing or communications.
Knowledge and Experience	<ul style="list-style-type: none"> - Experience of working in a similar professional fundraising or marketing role. - Experience of delivering campaigns or appeals. - Working knowledge of applicable legislation and ethical codes of practice. - Sound IT skills; proficient in Microsoft Office. - Understanding of audiences. 	<ul style="list-style-type: none"> - Experience working on membership marketing. Experience marketing services. - Professional experience in digital marketing /communications disciplines.
Communication and Relationships	<ul style="list-style-type: none"> - Able to understand the work of the Association within the wider charity and military context and to transform this information into engaging communications. - Able to communicate with the highest standards of accuracy, fluency, grammar and expression (written and verbal). - Able to impart information and key messages clearly, concisely and convincingly. - Able to build strong relationships with suppliers, employees and external stakeholders. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> - Able to plan and execute a range of projects in parallel, organising key deliverables, balancing workloads and meet committed timescales. 	
Information	Able to respect confidentiality.	Experience of using CRM databases and automated communications functionality to plan and manage customer journeys.
Financial & Physical Resources Responsibility	<ul style="list-style-type: none"> - Able to monitor and track spend against particular campaign budgets. 	
Physical/ Mental Effort	<ul style="list-style-type: none"> - Able to work both independently and flexibly as part of a team. 	
Working Conditions	<ul style="list-style-type: none"> - May be required to occasionally work longer working days (including weekends), for which time off in lieu will be granted. 	