



Marketing Manager

40 hours per week. Permanent contract

Department:	Development	Level:	Band B2
Reporting to:	Director of Development	Location:	Either home or office based

Job Description

Purpose of the Post

As Marketing Manager, you will manage the marketing and communications for our growing national youth charity, working with the Director of Development to set the strategy. From writing compelling stories about the impact of our work, to promoting events and opportunities to our community of cadets and adult volunteers, you will seek to increase engagement and raise our profile nationally. We are looking for someone with a track record of excellence within a marketing or content driven role together with strong communication and excellent copywriting skills. You will bring enthusiasm, personal credibility, discretion and sensitivity during this very exciting time for us. The key aspects of this job will be to:

- Raising ACCT UK's public profile, both with our beneficiaries (the cadets and adult volunteers of the Army Cadet Force) and the wider public.
- Maximise fundraising and support for ACCT UK by leading our communication strategy.
- Manage a small marketing budget.
- Manage ACCT UK's social media channels, website and e-newsletters.
- Liaise with corporate sponsors, partner organisations, influencers and other brands. In particular, you will leverage their social presence to grow our channels and spread our messaging.

Principal Responsibilities

Communication Strategy and Campaigns

- Continuing the development of ACCT UK's brand strategy; acting as brand guardian to ensure guidelines are consistently applied and helping teams feel confident in applying our brand principles to their work. Writing, implementing and driving clear communications strategy and plan to meet ACCT UK's goals.
- Building campaigns that drive ongoing engagement with ACCT UK.

Marketing Manager Job Description – 21 May 2024

Holderness House, 51-61 Clifton Street, London EC2A 4DW. [acctuk.org](https://www.acctuk.org)

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

- Analysing campaign performance and applying improvements to future campaigns.
- Utilising the Senior Leadership Team (CE, Deputy CE and Director of Development) to promote the work of ACCT UK and the wider youth sector through a range of engagement mediums.
- Working closely with the Fundraising Manager to deliver engaging and effective fundraising campaigns.
- Working with ACCT UK partners to maximise additional marketing and communications opportunities.

Media

- Manage the production of high quality and brand-consistent print and digital assets for events and projects, working with external providers as necessary.
- Deliver effective digital marketing through strategic and creative management of our website, social media channels and e-newsletters.
- Using analytics to examine websites/social media traffic and user engagement
- Seeking out existing content that is both interesting and beneficial to our audiences and adapting it in new and creative ways.
- Identifying gaps in content and creating new material that is engaging and inspiring.
- Agreeing digital media advertising plans.
- Developing and monitoring brand ambassador programmes, including social influencers, to deliver high impact content.
- Monitoring performance to inform ACCT UK's strategy as it develops.
- Leading on responses to occasional media enquiries.

Line / Resource Management

- Management of the marketing apprentice.
- Effective management of a small marketing budget.
- Being responsible for liaising with freelance roles as required e.g. design agencies, photographers etc.

General

- Any other commensurate task as directed by line management.

Marketing Manager Job Description – 21 May 2024

Holderness House, 51-61 Clifton Street, London EC2A 4DW. acctuk.org

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> • A recognised qualification or proven success in marketing. • Hands on digital marketing / communications experience • Evidence of continuing personal and professional development. 		Application form, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> • Knowledge of contemporary marketing and communications practices. • Familiarity with the use of social media to achieve marketing and communications objectives. • Experience of working with partners, internally and externally. • Experience of building and implementing a communication and brand strategy. • Experience with email distribution software (e.g. Mailchimp) and the development of email strategy. • 	<ul style="list-style-type: none"> • Experience within the charity or not-for profit sector • Knowledge of the youth environment • Experience of PR • Experience of line management. 	Application form, interview, references
Skills and ability	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Meticulous attention to detail with good copy writing, copy editing and proof-reading skills. • Design skills for print and social media content creation. • Video filming and editing skills. • Understanding of SEO and paid media. • Ability to work on own initiative to agreed objectives. • Effective IT skills (MS Office and management of website CMS). • Demonstrable success in establishing effective working relationships. 	<ul style="list-style-type: none"> • Information gathering and analysis skills • Project management 	Application form, interview, references

Marketing Manager Job Description – 21 May 2024

Holderness House, 51-61 Clifton Street, London EC2A 4DW. acctuk.org

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)