

MARKETING EXECUTIVE

Duration: Permanent
Salary: £31,000 per annum
Job Level: 5
Hours: 35 hours per week. Other flexible arrangements will be considered
Disclosure Level: Basic
Reports to: Senior Marketing Manager
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

UNICEF UK delivers marketing to engage, attract and retain priority audiences through a single marketing function: the Marketing Team.

This team is comprised of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will.

The Marketing Team sits within the Public Engagement Directorate at UNICEF UK. This directorate has an ambitious strategy to maximise the amount of income, influence and impact we deliver for children. The post of Marketing Executive plays a crucial role in helping us reach our ambitious targets.

ABOUT THE ROLE

As a Marketing Executive at UNICEF UK, you will play an integral role in delivery of marketing campaigns and developments in our multi-disciplinary marketing teams. You will work on a variety of marketing projects including delivery of creative materials, briefs, and delivering and monitoring campaigns. You'll provide the administrative support, processes, information and materials needed to achieve the team's objectives.

You'll have some applied knowledge of core marketing practices, such as: digital media channels, content development, media planning, supporter journey development and testing and measurement. You'll also be an effective and adaptable communicator.

What we will expect you to achieve

- Work within a multi-disciplinary project team, alongside members from across the Public Engagement Directorate, to deliver elements of audience-led marketing campaigns across a range of media, including writing briefing documents, copywriting and monitoring results
- Source information and materials to support with the delivery of marketing campaigns to ensure they are effective
- Undertake relevant checks to ensure that marketing campaigns are accurate and effective – for example checking data, copy, design, scripts
- Support marketing team leads with smooth financial management, including processing

- invoices, logging expenditure and checking financial reports
- Work closely with relevant teams, especially Supporter Care, to deliver outstanding supporter experience and high quality and compliant campaigns
- Support the swift and effective delivery of marketing campaigns in response to humanitarian emergencies. This requires the post-holder to be on call over some bank holidays and weekends
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child

Positive relationships

- Positive, encouraging, open and supportive style that motivates the team and wider department
- Works collaboratively with all stakeholders, drawing connections and encouraging cross-organisational working

Efficiency and effectiveness

- Manages conflicting priorities to ensure objectives are achieved and deadlines are met
- Systematically plans projects to maximise performance and cost effectiveness
- Suggests simplifications to overly complex ways of working to improve results

Relevant experience

- Experience of or demonstrable understanding of marketing and/or fundraising
- Experience of managing marketing and/or fundraising campaigns across a range of different media
- Providing effective and efficient administrative support to a team

Specific knowledge and skills

- Ability to handle and prioritise a varied workload and anticipate challenges before they arise
- Communicating effectively with external partners and developing strong relationships with internal teams to deliver objectives
- Familiarity with Supporter Relationship Management databases and/or digital marketing systems would be a benefit