

<b>Job title: Marketing Executive</b>	
<b>Reports to: Digital Marketing and Engagement Manager</b>	<b>Reporting to job holder: N/A</b>
<p><b>Overall purpose:</b></p> <p>As Marketing Executive in the Marketing &amp; Communications team, you will support our marketing activity to help grow our brand, our supporter base and increase engagement with individuals and businesses within the automotive industry. You'll work closely and collaboratively with colleagues to deliver the best possible results for digital communications delivered via content on our website, social channels and email to support the delivery of Ben's overall Health &amp; Wellbeing content strategy.</p>	
<p><b>Principal Accountabilities:</b></p> <p><b><u>Planning and organising</u></b></p> <ul style="list-style-type: none"> <li>• Develop our social media channels to grow audiences and increase engagement with the people we support, and who support Ben</li> <li>• Produce high-quality content that key audiences will find interesting and useful and meets strategic objectives</li> <li>• Support to develop a programme of regular content for social channels, email and website and maintaining and updating calendars as appropriate</li> <li>• Work with the Digital Marketing and Engagement Manager to plan and deliver the Health &amp; Wellbeing calendar of awareness content and engagement</li> <li>• Plan and deliver all digital communications in line with the overall campaign/content planners and internal processes are managed effectively</li> <li>• Plan, create and develop content which is tailored to audience personas</li> <li>• Work with colleagues to develop content that is relevant for our audiences and is channel and brand appropriate</li> <li>• Manage end to end email process – from creating emails, automations, using correct data &amp; segments to sending &amp; then evaluating campaigns</li> <li>• Use a test and learn approach in order to learn from user behaviour and to ensure Ben leverages digital communications channels to reach and engage target audiences</li> <li>• Support online advertising (social, retargeting and PPC)</li> </ul> <p><b><u>Business focus</u></b></p> <ul style="list-style-type: none"> <li>• Ensure data is used/collected within relevant legislative guidelines (Data Protection/GDPR)</li> <li>• Work with the Digital Marketing and Engagement Manager to ensure there are clear objectives and KPIs for Ben services as well as a model for tracking and reporting</li> <li>• Champion evidence-based decision making to inform campaigns and relevant content creation</li> <li>• Manage Ben's digital content and update Ben's Health &amp; Wellbeing content library, as well regularly map and review content to ensure it is relevant and up to date</li> <li>• Ensure that written content is created using the appropriate language, is carefully proofed and reflective of house style</li> </ul>	

- Provide creative ideas for user content will engage different audiences (B2B and B2C and B2B2C), with suitable touchpoints to support various campaigns
- Be aware of the visual consistency of the brand identity, monitoring internal and external adherence to the guidelines and challenges incorrect application of the guidelines and inform the Digital Marketing and Engagement Manager

#### **Communication**

- Create & monitor external communications that adhere to Ben's creative and tone of voice guidelines
- Ensure timely communication with stakeholders internally within departments and teams on project and tasks
- Make sure that stakeholders receive correct reports and analysis of all digital communications campaigns, working with both third-party agencies and inhouse Data and Insights Analyst to provide these

#### **Budgetary control**

- Ensure that any spend is agreed with the Digital Marketing and Engagement Manager prior to purchase
- Any spending is within agreed timeframes and budget complying with internal processes
- Work with 3<sup>rd</sup> party organisations as appropriate and agreed

#### **Managing performance**

- Use a test and learn approach to gain insights about user behaviour and customer experience / satisfaction in accessing Ben's content
- Set and agree metrics to measure performance of content for specific campaigns / various projects as applicable
- Monitor performance of all digital communications activity and provide insight on how to optimise communications for key audiences per channel
- Keep up to date with new developments in digital marketing communications and identify promising new tools and approaches

#### **Stakeholder relationships**

- Support other teams on digital communication activity, empowering them to understand and make better use of digital channels
- Work closely with Ben's wider Health & Wellbeing functions and teams including frontline services to highlight and gather opportunities for content creation
- Work with and support internal and external stakeholders to evaluate success of activities and demonstrate how insights can be gained and best used in evaluating content and planning future content
- Work with third party organisations / agencies as appropriate and agreed

### **Achieving customer service excellence**

- Deliver exceptional high-quality service to all stakeholders, ensuring their experience exceeds expectation and delivered optimal customer satisfaction
- Ensure Ben's website has high quality content that is current, accessible, SEO, accurate, meets the needs of audiences and is aligned to support journeys

### **Additional duties**

- Agree personal and performance KPI's and objectives with active participation in Ben's annual appraisal process (including attending 12 month, 6 month and 1 month review meetings depending on contract)
- Participate in monthly and quarterly performance review meetings and provide a summary of areas discussed and actions within a week of the meeting taking place
- Agree work priorities as applicable during monthly and quarterly review meetings
- Ensure any monthly, quarterly, and annual reports are submitted as required in a timely manner
- Attend team meetings (as required) – this may include travel and / or overnight stays
- There may be times when the Marketing Executive will be required to support additional duties and /or projects. This will be discussed with the Digital Marketing and Engagement Manager and agreed with the Marketing Executive

**This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.**

### **Deliverables – Key measures:**

#### **Planning and organising**

- Online advertising projects are well managed, effective in driving traffic to the website and meet targets which are reported against
- Social networks are growing in followers with increased engagement and targets are met
- Email process is managed effectively and efficiently, end to end with results for each campaign measured and targets are achieved
- Outputs adhere to brand, messaging and tone of voice

#### **Business focus**

- Support the delivery of Digital Engagement function core service metrics including website engagement, email sign up and social followers
- Support the delivery of key metrics indicators by project / brief across HWB services

#### **Communication**

- Monitoring and audit of external communications on an ongoing basis
- Feedback from internal and external stakeholders

#### **Managing performance**

- New developments in digital communications are identified and shared appropriately
- Performance of all digital communications is monitored and reported using insights to

optimise conversion, engagement and reach

- Active participation in appraisal process and management review meeting
- Regular review meetings with suppliers/agencies working with

#### **Stakeholder relationships**

- Stakeholders are supported and better understand how to make effective use of digital communication channels
- Stakeholders across the organisation can understand results and have insights to improve future campaigns

#### **Achieving customer service excellence**

- All stakeholder expectations are met if not exceeded for each project/campaign
- Feedback from customers
- Use of data and insights related to core service metrics for Digital Engagement / other project or briefs working on

#### **Additional duties**

All deliverables stated above, plus:

- Submitting all reporting performance requirements (as outlined in accountabilities)
- Attendance at HWB / wider Ben meetings at applicable
- Project / actions completed as per stated timelines

#### **PRIDE values**

To embody and deliver the role of a House Leader in line with our values:

**Passionate**

**Respectful**

**Inclusive**

**Driven**

**Empowered**

Fostering the following PRIDE behaviours:

- Working with people – *demonstrating commitment to developing self and others, showing leadership, working as a team, and taking ownership.*
- Delivering business success – *demonstrating analytical thinking, commercial awareness, customer service excellence, drive for excellence, strategic thinking, business acumen.*
- Personal effectiveness – *demonstrating strong communication, drive for results, willingness to make things happen, motivated to influence, and make an impact, excellent organisation and planning and self-confidence*

#### **Experience required:**

**(E = Essential / D = Desired):**

- 2+ years content writing experience
- Writing, creating and producing content in multiple formats for various audiences and touch points

#### **Technical Knowledge:**

**(E = Essential / D = Desired):**

- Degree level qualification (D)
- Digital marketing qualification
- High level of computer literacy and the ability to pick up new systems and

<ul style="list-style-type: none"> <li>• Managing end to end email production from data management and segmentation to email creation to sending and evaluation</li> <li>• Creating effective content and supporting others to do this</li> <li>• Understanding and application of brand guidelines</li> <li>• Excellent spelling and grammar, with the ability to change the tone of voice dependent on the audience</li> <li>• Practical content gathering, writing, and editing</li> <li>• Managing online and social media advertising campaigns</li> <li>• Understanding and creation of on-page SEO and knowledge of the wider SEM implications</li> <li>• Use of CMS, web platforms such as Umbraco</li> <li>• Use of collaborative tools such as Google Drive, Trello, Teams etc</li> <li>• Social media channels, analytics and scheduling software e.g. Sprout Social</li> <li>• Using a test and learn approach to increase engagement</li> <li>• Working in a collaborative and consultative way with in-house teams, taking account of others priorities and helping others to achieve their goals</li> <li>• Strong organisational &amp; project management skills</li> <li>• Experience of working for a charity or not-for-profit organisation (D)</li> </ul>	<p>software quickly</p> <ul style="list-style-type: none"> <li>• Numerate and literate, with good standard of education</li> <li>• Knowledge of Adobe Acrobat Creative software (D)</li> <li>• Knowledge of marketing principles and techniques</li> <li>• Understanding of how data describes audiences and how this impacts the development and evaluation of content</li> <li>• Great understanding of user journeys</li> <li>• Strong attention to detail</li> <li>• Understanding of charity working regulation and standards (D)</li> <li>• Understanding of the automotive industry of its needs and requirements (D)</li> </ul>
<p><b>Other significant role requirements:</b></p> <ul style="list-style-type: none"> <li>• Enthusiastic about digital communication channels</li> <li>• Creative thinker, full of fresh ideas on how to connect with different audiences</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability to deliver projects to high standards with minimum support and adapt easily to change</li> <li>• Excellent communication skills, building rapport and communicating effectively</li> <li>• Experience of working in a collaborative and consultative way with in-house teams, taking account of others priorities and helping others to achieve their goals</li> </ul>	

- Strong team player with the ability to support colleagues, who will work well as part of a team and independently, with minimal supervision
- Self-motivated, proactive and flexible to manage a busy and varied workload - and meet strict deadlines with a high degree of accuracy
- Some travel and out of normal hours will be occasionally required
- Demonstrates a commitment to excellent customer service and to Ben's values and behaviours
- Experience of working for a charity or not-for-profit organisation is desirable

**It is also expected that all Ben Employees, will:**

- Act as an ambassador for Ben maintaining the highest standards of presentation and conduct at all times
- Comply with all Ben internal policies and procedures including HR, Finance, Health & Safety, Information Governance, and IT
- Ensure health, safety and environmental risks are adequately assessed and managed accordingly
- Promotes a culture which recognises, respects and values diversity and equality of opportunity for our customers and colleagues

**Date updated: Charlie Batterham 22<sup>nd</sup> November 2023**

Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC39842). A company limited by guarantee, registered in England and Wales (no.02163894).

Registered with the Homes and Communities Agency (no. LH 3766).