



| Post Details | Last Updated: / / |
|---|---|
| Department: | Income Generation & Engagement |
| Team: | Public Fundraising & Engagement |
| Job Title: | Marketing Manager |
| Responsible to: | Head of Public Fundraising & Engagement |
| Responsible for: | <ul style="list-style-type: none"> • Social Media Officer • Graphic Designer • Content & Publications Officer • Senior Campaigns & Community Engagement Officer |
| Grade: | 8 |
| Location: | Hybrid |
| Hours of Work | 35 |
| <p><u>Job Purpose Statement</u></p> <p>The role will support the organisation’s public profile, audience engagement and income generation objectives through the delivery of effective, audience-focused and strategically aligned marketing activity.</p> <p>Delivered through leading the organisation’s marketing function, ensuring the Refugee Council delivers high quality, consistent and impactful marketing materials, publications, campaigns and audience engagement activity that supports organisational priorities, strengthens supporter engagement and public confidence, and contributes to income generation objectives.</p> <p>The role is responsible for overseeing the delivery of marketing activity across content, publications, social media and design, ensuring activity is aligned to organisational positioning, audience insight and fundraising priorities.</p> | |
| <p><u>Key Responsibilities</u></p> <p>Marketing Strategy and Delivery</p> <ul style="list-style-type: none"> • Lead the delivery of audience-focused marketing activity to support organisational profile, supporter engagement, public confidence and income generation in line with agreed priorities and targets. | |

- Ensure all marketing, content and campaign activity is aligned to organisational strategy, audience positioning and brand standards, working collaboratively across income generation, policy, services, media and digital functions.
- Lead the delivery of integrated marketing outputs including campaigns, publications, impact materials and supporter communications to support organisational and fundraising objectives.

Content, Social Media and Brand Management

- Manage content, social media and communications activity to ensure consistency, quality, accuracy and the ethical use of stories across organisational channels and materials.
- Oversee the development, planning and coordination of digital and printed content, publications and social media activity that supports engagement and income generation priorities.
- Maintain oversight of brand consistency, audience messaging and quality standards across all marketing outputs.

Supporter Engagement and Audience Development

- Ensure marketing activity contributes to supporter growth, engagement and income generation, including campaigns, appeals and audience journeys.
- Support the development of audience-focused marketing approaches informed by supporter insight, engagement data and organisational priorities.
- Contribute to campaigns and engagement activity designed to strengthen supporter engagement and increase public support for the organisation.

Management and Operational Delivery

- Manage the effective delivery of the marketing function, including resource allocation, budgeting, compliance, performance management and operational planning.
- Lead, manage and support staff within the marketing function, providing appropriate guidance, coaching and development support.
- Produce management information and performance reporting, while contributing to the continuous improvement of marketing processes, systems and ways of working.

Scope of Decision-Making and Problem Solving of the role

- Responsible for the day-to-day operational management of the marketing function.
- Exercises judgement in prioritising marketing activity and managing competing organisational priorities and deadlines.
- Ensures marketing activity is aligned to organisational positioning, income generation, audience needs and reputational considerations.
- Oversees the coordination and delivery of multiple marketing projects and outputs simultaneously.

- Escalates significant reputational, safeguarding or organisational risks appropriately.

Background Information/Relationships

Internal:

- Head of Public Fundraising & Engagement
- Income Generation & Engagement teams
- Policy and Public Affairs teams
- Media team
- Service delivery teams across the organisation
- Digital colleagues

External:

- Creative, design and print suppliers
- Social media and digital platforms
- Freelance content and creative providers
- External stakeholders and partners where appropriate

Person Specification This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

| Qualifications and Professional Memberships | Essential/ Desirable | Method of Assessment (A.I.T) |
|--|---------------------------------|---|
| Degree level qualification or equivalent relevant professional experience | E | A.I |
| Relevant marketing, communications or digital qualification/professional development | D | |
| Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role. | Essential/ Desirable | Method of Assessment (A.I.T) |
| Experience of delivering marketing activity within a charity, public sector or similar environment | E | A.I |
| Experience of managing integrated marketing, content or engagement activity | E | A.I |
| Understanding of fundraising or supporter engagement activity | E | A.I |
| Experience of overseeing social media, content and design outputs | E | A.I |

| | | |
|---|--------------|-------------------------------------|
| Experience of developing audience-focused marketing materials and campaigns | E | A.I |
| Strong understanding of brand management and audience engagement principles | E | A.I |
| Experience of managing competing priorities and deadlines in a fast-paced environment | E | A.I |
| Experience of managing staff and supporting team development | D | A.I |
| Competencies (Skills & Behaviours) from Core Competency Framework ... Link | Level | Method of Assessment (A.I.T) |
| Achievement and Results Focus | 3 | A.I |
| Delivering Successful Outcomes | 3 | A.I |
| Relationship Management & Collaboration | 3 | A.I |
| Working with Information and Data to Make Effective Decisions | 3 | A.I |
| Personal Effectiveness & Professional Integrity | 3 | A.I |
| Communication and Advocacy | 3 | A.I |
| Flexible working | | |
| Suitable for job sharing | No | |
| Available part time | No | |
| Can be done from home / occasionally from home | | |
| Special requirements | | |
| | | |
| Organisational Information | | |

All staff are expected to:

- Safeguarding: Uphold the organisations policies, procedures and commitment to safeguarding.
- Health and Safety: Ensure a safe environment by following Health and Safety requirements as necessary, supporting a culture of risk awareness and prevention.
- Equality, Diversity, Inclusion and Belonging: Promote an inclusive culture where everyone feels respected, valued and able to thrive. Challenging discrimination and bias wherever it arises.

Undertake such other duties within the scope of the post as may be requested by your Manager

Methods of Assessment – A= application form, I = interview, T= test/assessment



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