Job Description

Title:	Marketing Manager
Salary:	£37,000 pa
Hours of work:	37.5 hours per week
Location:	Support Dogs, Herries Road South, Sheffield, S6 1QS
Purpose of Job:	We are seeking an experienced, driven and creative Marketing Manager to join Support Dogs at a senior level. As a key member of our team, you will play a pivotal role in shaping and implementing multi-channel marketing strategies that support fundraising, engage existing and new stakeholders as well as bringing our brand to life. This is an exciting opportunity to work as a 360-marketer, at ambitious and growing charity, utilising your expertise in various channels and collaborating with stakeholders across the organisation and external agency partners. You will lead on planning, delivering, and evaluating marketing campaigns to maximise the charity's impact.
Responsible to:	Head of Fundraising
Specific Duties:	**Marketing planning and campaigns** • Lead the implementation of the charity's marketing strategy and introduce content marketing initiatives that support the charity's goals. • Plan, deliver and evaluate integrated marketing and communications campaigns across digital channels, print and PR, in line with the Fundraising and Communications Strategy. • Lead brand-awareness campaigns to increase awareness, engagement and income. • Work closely with the Head of Fundraising and fundraising team to identify opportunities and understand supporter needs, using insights to inform marketing activity. • Plan and coordinate communications to ensure an appropriate flow of information to supporters and donors. **Content and brand** • Oversee the creation and distribution of content across digital, social media and email channels. • Ensure the charity's brand guidelines, values and identity are reflected consistently across all marketing activity.

	• Working with our Digital Marketing Executive and Communications Executive to gather and create engaging content, including case studies, photographs and videos involving clients, volunteers and employees. • Develop promotional publications, including the charity magazine, volunteer newsletters and annual report. • Advise on and support the development of internal publications, including designing, writing and issuing the staff e-newsletter. **PR and media relations** • Manage our communications executive in developing relationships with regional and national media. • Identify and pitch interesting stories to regional and national print and broadcast media to secure coverage. **Line management and collaboration** • Line-manage and support the Digital Marketing Executive and Communications Executive. • Work closely with the Head of Fundraising to identify and pursue other marketing opportunities and events. • Collaborate with colleagues across the organisation and with external agency partners. • Undertake any other duties reasonably consistent with the level and responsibilities of the role, where the postholder has the necessary experience or training.
Experience	• Proven experience as a 360-marketer, delivering multi-channel marketing campaigns to diverse audiences and achieving measurable results • Have demonstrable experience of bringing a brand to life with internal and external audiences • Strong knowledge of content marketing, audience segmentation, and repurposing content for different platforms • Experience in implementing brand guidelines and maintaining brand consistency across all marketing outputs • Experience of working in a communications/public relations capacity and you will be able to demonstrate your understanding of this • Excellent project management skills, with the ability to manage multiple campaigns simultaneously and deliver on time and within budget • Exceptional communication and relationship-building skills, with the ability to collaborate effectively with internal and external stakeholders

	• Analytical mindset, with experience conducting market research and using insights to inform marketing plans • A proven track record of driving successful lead generation initiatives • Creative and proactive approach, with a track record of identifying and implementing innovative marketing ideas • A keen eye for detail and excellent copywriting skills • Demonstrable experience in line management, including the ability to mentor and develop team members • Experience working with CRM systems is also desirable • Experience of working within the charity or health sector.
Essential:	• Significant experience in a marketing or communications role, including responsibility for delivering multichannel campaigns. • Experience of planning, delivering and evaluating campaigns for different audiences. • Strong digital marketing, content marketing and social-media knowledge. • Experience of developing engaging material and content. Adapting it for different channels and audiences. • Excellent writing, editing and proofreading skills. • Experience of working with brand guidelines and maintaining a consistent organisational identity. • Experience of PR or media relations, including identifying and pitching stories. • Strong project-management skills, with the ability to manage competing priorities, deadlines and budgets. • Confidence using data and insight to evaluate performance and inform future activity. • Strong relationship-building skills and the ability to work effectively with colleagues, partners and external agencies. • Experience of line management, coaching or supporting the development of others. • A proactive, creative and organised approach, with excellent attention to detail. • Confidence using relevant IT and marketing systems, which may include Microsoft 365, website content-management systems, email-marketing platforms, social-media tools and Canva or similar design software. • Relevant professional experience or qualification.
Desirable:	• Experience of working within the charity, fundraising, disability or health sector. • Experience of CRM systems and audience segmentation.

	• Experience of supporter acquisition or income-generating campaigns. • Experience of managing marketing budgets or external agencies. • Knowledge of communications involving people with disabilities or other potentially vulnerable groups.
Additional information	• The role involves working in an environment where dogs may regularly be present. • The postholder will be expected to handle sensitive and confidential information appropriately. • A willingness to learn about the experiences and needs of disabled people is essential. • Must be based at the charity's centre in Sheffield for a minimum of 3 days per week