

## SENIOR MARKETING MANAGER

**Duration:** 6 Month Fixed Term Contract  
**Salary:** £59,000 per annum  
**Hours:** 35 hours per week. Other flexible arrangements will be considered  
**Disclosure Level:** Basic. This role involves no direct work with children  
**Reports to:** Head of Marketing Delivery  
**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 comprises 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 Senior Marketing Manager plays a crucial role in helping us reach our ambitious targets.

### ABOUT THE ROLE

The Senior Marketing Manager will play a leading role in one of our multi-disciplinary marketing teams achieving their objectives in line with our Public Engagement strategy. You will ensure your project team places audience insight at the heart of their deliverables and that they are high-performing, learning and improving. As required, you will manage spend and income budgets, objective-setting and reporting, and communicate effectively with other teams and the Marketing Heads.

You will be responsible for providing exceptional marketing delivery across a broad range of channels, with particular focus on digital. In addition, this role will lead strategy and capability development of an area of specialism, ensuring the optimum use and growth of this channel or area of marketing.

As required by the Head of Marketing Delivery, you may take on responsibility for direct line management responsibility of up to six marketing roles ensuring that their performance objectives, development opportunities and wellbeing are prioritised.

#### What we will expect you to achieve

- Lead a multi-disciplinary project team, with members from across Public Engagement Directorate, to deliver audience-led marketing campaigns across a range of media to deliver against clearly defined targets. This role will have day-to-day operational autonomy, with clear and regular reporting to the project sponsor for the specific project outcome
- Effective management of marketing income and expenditure budgets, including planning

- and reforecasting to maximise return on investment from supporters
- With the support of the Marketing Delivery team, ensuring effective delivery of all components of the relevant marketing campaigns, including briefing and scrutinising media plans, developing effective journeys, briefing and finalising creative development, reviewing campaign performance analysis and recommending optimisations and testing strategies
- Develop and implement Unicef UK's strategy and roadmap for a specialist marketing area
- Support teams to plan effective marketing activity and projects for your specialist area, providing informed recommendations and ensuring teams are supported to deliver effective marketing activity
- Maintain platforms and tools relevant to your specialist area, establish frameworks and governance that enable Marketing teams to deliver effective marketing
- Build effective working relationships with agency partners to deliver marketing outcomes.
- Engage and collaborate across the organisation to ensure marketing objectives are achieved - including with colleagues in Information, Partnerships and Philanthropy
- Ensure all marketing activity is delivering against pre-agreed objectives through excellent supporter experiences and with complete confidence in compliant data management and fundraising quality
- Support the development of UNICEF UK's overarching marketing strategies
- Line management of up to six marketing roles, ensuring that individual objectives and development opportunities are met and wellbeing is prioritised. Includes the recruitment of line reports as necessary
- Support or lead, as appropriate, the implementation of marketing campaigns in response to humanitarian emergencies. This may include being 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
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support. Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Good management

- Uses a flexible management approach: coaching, supporting or guiding for best results
- Encourages a supportive and positive working environment where questions/opinions can be expressed appropriately

Efficiency and effectiveness

- Systematically plans projects to maximise performance and cost-effectiveness

Creating and innovating

- Contributes ideas, approaches and insights that enable innovation. Scans the external environment for trends, insights, ideas and best practice.

### Relevant experience

- Experienced in managing insight-led, multi-channel marketing campaigns from conception and brief to monitoring and evaluation

- Experience of working with expenditure budgets of at least £500k.
- Proven record of highly effective project management – including coordinating colleagues across disciplines to deliver against common objectives
- Specific experience of running multi-channel marketing campaigns, with depth of experience in one or more areas
- Experience of managing effective performance of colleagues, including setting objectives and clear expectations, and supporting and motivating a team and individuals to deliver to the highest standards.

### **Specific knowledge and skills**

- Strong understanding of marketing principles and practice
- Effective working knowledge of the key data protection compliance requirements as relevant to key marketing activities, as well as fundraising guidelines (e.g. GDPR, Fundraising Code of Practice).