

## **JOB DESCRIPTION**

**Post: MarComs Manager**

**Reports to: Deputy Head of Fundraising & MarComs**

### **Main Purpose of the job**

Supporting the Deputy Head of Fundraising & MarComs in the development and implementation of the Marketing and Communications Strategy for internal and external audiences, to positively influence support for our commercial operations and charitable donations.

To manage the Digital, PR, Design and Media Agencies and allocated budgets for Marketing and Communications projects and campaigns.

Project management responsibility for departmental campaigns and projects, ensuring synergy between fundraising, marketing and communications. Using tools to manage and control projects and teams to organise, staff tasks, resources and budgets to deliver to campaign targets.

### **Duties/Responsibilities**

1. Responsibility for the delivery of the Marketing and Communications strategy to support the organisational requirements as directed by the Deputy Head of Communications.
2. Project manage Erskine's advertising and marketing campaigns as scheduled.
3. Collaborate with fundraising colleagues on all Fundraising and Communications campaigns, coordinating workflows and assigning tasks to internal/external creative teams, PR and social media colleagues within MarComs.
4. Manage planned campaign budgets producing creative design briefs, production and media buying and providing monthly budget tracking.
5. Run the weekly MarComs meeting and to ensure the activity calendar actions are coordinated and delivery covering creative design, social media, print and PR.
6. Manage contracts with a range of external agencies including; digital, creative, PR and media to ensure projects are delivered on time and on budget.
7. Ensure brand guidelines and messaging is clear and consistent, communicated effectively and that the image and reputation of Erskine is positive, accessible and all materials, produced in-house or outsourced, meet these guidelines and enhance our brand.
8. Implement an annual schedule of action plans for marketing, digital and communication campaigns in the areas of; Care, Legacy, Individual Giving, Community Fundraising, Corporate and Events.
9. Support departments on specific promotional/advertising activities providing advice and support regarding market positioning and measuring effectiveness.
10. Identify opportunities through market research, analysis and make recommendations for development in areas of care admissions, fundraising and commercial activities.
11. Produce management and KPI monthly reports.
12. Full responsibility to deputise for the Deputy Head of Communications when required, to ensure the smooth running of Marketing and Communications.

### Website & Digital Marketing

13. Manage and deliver the website strategy including e-commerce solutions for donations, event ticket sales, entry fees and merchandise transactions.
14. Management of the website, as the central hub of all digital engagement, ensuring appealing content reflecting Erskine's vision and current campaigns.
15. Research and present best digital solutions to drive traffic to digital activities, adhering to annual operational and budget plans, in order to maximise our online brand presence to meet organisational objectives.
16. Manage the licences, development and upgrades of the digital technical platforms.
17. Evaluate and report online evaluation, statistics and results using approved KPIs.
18. Drive the digital marketing strategy, working closely with the Social Media Office, reporting on insights, benchmarking and trends.
19. Monitor and report on set targets and keep abreast of developments in the digital arena including:
  - social media marketing
  - search engine optimisation (SEO)
  - pay per click (PPC) campaigns
  - mobile marketing
  - affiliate marketing

### Merchandise & Events

20. To manage the Merchandise Promotional Agency ensuring that contractual obligations, branding guidelines, financial reporting requirements and customer service standards are met.
21. Support the Fundraising Department in developing a range of merchandise items suitable for Community and Events Fundraising. Assisting in the sourcing of products and branding.
22. Assist with the planning, creative design, production of material and coordinating the marketing of events.
23. To attend appropriate events throughout Scotland as required.
24. Any other duties as required within the scope of the role

### PERSON SPECIFICATION

No	Applicant criteria for post	Essential	Desirable
<b>Qualifications &amp; Experience</b>			
1.	Educated to degree level (or equivalent) it is essential that the post holder will be able to demonstrate excellent creative design skills, working with In-Design, Illustrator, Photoshop, Outlook, Word and Excel		√
2.	Experience in content management and online systems such as WordPress, google analytics and payment portals		√
3.	Experience of planning and project management, in a marketing or communications related role, from planning stage to completion and post-project analysis	√	

4.	Experience of acting as a brand guardian across an organisation	√	
5.	Budget management experience	√	
6.	A full driving license is desirable		√
<b>Skills and Qualities</b>			
7.	Effective writing skills with a proven ability to write copy, across a range of different formats, as well as edit and proofread with strong attention to detail		√
8.	Ability to work in a fast-paced and demanding environment	√	
9.	Ability to work as a team and on an individual/autonomous basis and ability to use initiative and to solve problems effectively and creatively	√	
10.	Ability to manage external agencies and suppliers to deliver marketing campaigns and contractual requirements	√	
11.	Ability to work collaboratively, coordinating workflows and assigning/managing tasks to individual team members within MarComs	√	
12.	The ability to project plan and deliver for events/exhibitions, to a timescale, of a high quality		√
13.	Good organisation, analytical, motivational and time management skills	√	