

**JOB DESCRIPTION**

**Job Title: Marketing Manager – Primarily Newark and Sherwood – initial 24 month contract with a view to a permanent position**

**Department: Support Services**

**Responsible to: Operations Manager – Marketing, Communications & Funding**

**Location: Newark**

**Hours: 37.5 hours per week - to include evenings and weekends as and when required**

**Salary: £29k per annum**

**Job Purpose**

* To raise the profile of YMCA Newark and Sherwood through the delivery of engaging content, across all relevant channels, across our many programmes, always ensuring internal stakeholders are continually kept informed of progress/results
* Ensure that all campaigns/projects/events are measurable and take ownership for the delivery of this including reporting and budgeting
* To lead on any projects, or take ownership of stakeholder management, as deemed appropriate by the Operations Manager
* To manage the development and delivery of all internal communications to support the above campaigns/projects
* To act as a YMCA Newark and Sherwood brand guardian across all pieces to increase brand awareness, support profile raising and to protect our reputation (PR for Incidents)
* To keep abreast of current Marketing Communications best practices, making recommendations for our own Marketing Communications where appropriate
* To support the development of an organisational culture that puts our Christian core values – Caring, Honesty, Respect and Responsibility – at the centre of all we do.

**Principal Responsibilities  
  
Core Marketing Responsibilities**

1. To work in partnership with designated Operations Managers to ensure YMCA Newark and Sherwood is communicating with external stakeholders/customers appropriately and effectively in line with their strategic direction.
2. To develop and deliver the campaigns to support point one ensuring they are channel relevant and are always measurable.
3. To ensure that all internal and external communications meet the branding principles and reflect appropriately the ethos, values and goals of YMCA Newark and Sherwood
4. To produce and deliver internal communications, with the aim of increasing staff engagement.
5. To provide Marketing and Communications support for events across the organisation, ensuring they comply to our communications strategies and policies.
6. To support the rest of Marketing and Communications team in the completion of projects.
7. To attend meetings as appropriate to the role.
8. To conduct proofreading of YMCA communications and campaigns.
9. To update marketing and communications templates and tools for the department and organisation as a whole.
10. To produce and coordinate press releases and content that promotes our work and/or responds to particular incidents.

**YMCA Newark and Sherwood Project**

1. Lead the delivery of all marketing and communications strategy, materials, brand management and campaigns in regard to YMCA Newark and Sherwood and the Community and Activity Village project
2. Build and manage relationships with external stakeholders and partners in relation to the CAV project, and build local engagement through collaborative communication activity
3. Facilitate the strategic activity of the senior and executive leadership team through the development of professional communications, such as presentations, partner events and business development material
4. Develop integrated marketing strategies for each business area and location in context of the wider CAV business planning
5. Build YMCA’s positive reputation within Newark and Sherwood’s communities, through understanding the unique makeup and challenges of the local area, and creating responsive communication and PR activity
6. Take ownership of all communications, brand development, events and public engagement in regard to flagship programmes such as YMCA Tall Ships
7. Support day-to-day communications and campaigns for the CAV site, for example venue signage and campaigns to drive bookings for classes and facilities

**Funding support**

1. Drive the creation of communication strategies and supportive assets to facilitate fundraising activities
2. Lead on developing primary research to provide evidence in funding bids across the association, for example through public surveys and consultation events
3. Manage the implementation of required marketing criteria defined by awarding bodies, for example case studies and award promotion
4. Collaborate with the Funding Manager to develop cohesive public fundraising campaigns in line with the organisation’s strategic goals

**Line Management Responsibility:**

Casual workers, volunteers and work placements.

**Responsibilities of all YMCA staff, casual workers and managers**

**1 Ambassador for the YMCA**

To act as an advocate and ambassador of the YMCA; promoting and exemplifying the YMCA’s core values, mission, vision, and ethos and to positively and proactively protect the YMCA’s reputation.

**2 Other Duties**

To undertake any other duties and responsibilities as may be assigned by your Line Manager or anyone else designated by the Chief Executive Officer, as necessary. To work in a flexible way to ensure that workload is completed and to undertake any other jobs commensurate with the seniority of the post.

**3**  **Discretion to Act**

To exercise discretion in the performance of the duties of the post, to use best practice and to ensure the effective and efficient use of resources.

Nothing in this Job Description is intended to authorise the post-holder to undertake responsibilities that belong properly to trustees and members of the Executive Management Team unless properly authorised to do so by the Chief Executive directly or through an appropriate manager.

**4** **Relationships and Confidentiality**

To establish, maintain and enhance team-working with colleagues and staff of YMCA Newark and Sherwood and to keep confidential all information about individuals and the business of YMCA Newark and Sherwood. Any breach of confidentiality will be treated seriously and may lead to dismissal.

**5 Association Ethos**

To support the Christian ethos and core values of the Association. The Association is committed to equality of opportunity and expects all staff and casual workers to abide by our Equality and Diversity Policy.

**6 Health and Safety**

To adhere to the Association’s Health and Safety policies at all times.

**PERSON SPECIFICATION**

**Please ensure that you address all the requirements marked with an “A”**

**in the final column as we will be looking for this information when Shortlisting.**

**Job Title: Marketing Manager**

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| ***Area*** | ***Criteria*** | ***How Assessed\**** |
| **Experience** | 1.1 Experience of writing press releases and dealing with the media in a proactive and reactive way (Essential) | A, I, T |
| 1.2 Experience of developing and implementing results driven marketing campaigns and brand guardianship (Essential) | A, I |
| 1.3 Experience of handling confidential and sensitive information (Essential) | A, I |
| 1.4 Experience of creating great, targeted content (Desirable) | A |
| 1.5 Experience of planning and organising events, and/or consultations (Essential) | A, I |
| 1.6 Experience of using a variety of social media channels and platforms in commercial context (Essential) | A, I |
| 1.7 Experience of using email management tools (Essential) | A, I |
| **Knowledge** | 2.1 Understanding of the not-for-profit sector | A, I |
| 2.2 Understanding of the marketing function, and how this relates to the wider field of communications. | A, I |
| **Skills & Abilities** | 3.1 Excellent face to face, written communication and influencing skills | A, I, T |
| 3.2 Ability to respond to, and approach media professionally | A, I |
| 3.3 Excellent IT and research skills | A, I, T |
| 3.4 Ability to write accurate, compelling and appropriate content, sometimes to tight deadlines. | I, T |
| 3.5 Ability to advise and work alongside different teams to support and implement communications and PR objectives | I |
| 3.6 Ability to build positive relationships with internal and external stakeholders. | I |
| 3.7 Ability to work effectively to tight deadlines and to organise own workload. | A, I, T |
| 3.8 Attention to detail and excellent proof reading skills. | I, T |
| 3.9 Ability to take the lead on delivering communications strategy, and integrate communications with marketing objectives. | A |
| **Other work related requirements** | 4.1 Ability to support the Christian core values of the Association | A, I, T |
| 4.2 Ability to understand the needs of people from diverse cultural, social and racial backgrounds | I, T |
| 4.3 Ability to work evenings, weekends and early mornings if required | I |

**\*When Assessed** – (A) on Application form, (I) At Interview, (T) During Test,

(D) From Documentary evidence e.g. references, qualifications (relevant qualifications will be checked at the interview stage), driving license etc

*Nottinghamshire YMCA is committed to promoting diversity and practicing equality of opportunity*

*Nottinghamshire YMCA is committed to the protection of children and adults at risk*