

YMCA North Tyneside

Job Description

Job Title:	Marketing Campaign Manager
Salary:	£23,463 per annum
Hours of work:	37.5 hours per week
Duration of contract	Permanent - 52 weeks per annum
Reporting to:	Head of Marketing

Organisational Context:

YMCA North Tyneside is a Voluntary Sector Organisation undertaking community programme work in areas of North Tyneside, South Tyneside and Teesdale.

Over time YMCA North Tyneside has become recognised as a well established services delivery Voluntary Organisation in the area as well as playing an active role both sub-regionally and regionally.

This role contributes to the provision of services across all functions and geographies. The core areas are supported accommodation, families and communities, health and wellbeing, training and education and HQ services. Geographically focused on the North East of England, with a trading subsidiary based in the Lake District.

Job Purpose:

To develop marketing plans, in conjunction with function managers, which support the marketing strategies of each of our strategic business units (e.g. gym, nursery, café). To drive the origination, development, production and review of marketing campaigns and marketing materials, both physical and digital, which support the long term growth of the brand, reputation and financial sustainability of YMCA North Tyneside.

Reporting to:

Head of Marketing

Main Responsibilities:

1. Working under the direction of the Head of Marketing, with managers from core business areas, to identify and develop powerful campaign themes that support the Strategic Marketing Plans for each of our Strategic Business Units (SBU's) such as customer acquisition, customer retention or fundraising.
2. Create marketing and content calendars to support the commercial objectives of our core SBU's: YMCA Day Nursery, YMCA Gym, YMCA Music Studio, Patterdale Hall Estate Ltd, YMCA Café. Including the development of marketing propositions and sales messages.
3. Continuously develop these marketing and content calendars in line with performance of campaigns and against Key Business Indicators; and in partnership with the managers of each of these SBU's.
4. Develop and deliver engaging content across all media channels including; web pages, case studies and email marketing, videos, press releases, brochures, award entries, infographics, blogs and social posts.

5. Implement platforms and tools to monitor social media performance.
6. Implement campaign analysis to ensure learning and Return on Investment for expenditure.
7. To manage the internal Graphic Designer on a day-to-day basis.
8. Manage the work of external agencies e.g. graphic design or video production, as required.
9. Write, edit and proofread copy for marketing materials.
10. Ensure accuracy of materials being signed off.
11. Work within a marketing budget.
12. Act as a Brand Champion for the organisation.
13. Ensure that YMCA's brand guidelines are adhered to across all organisational communications.
14. To manage our websites and social media channels, including customer contact.
15. Keep abreast of developments and trends within Marketing, charity and young people sectors.

Scope and Limits of Authority:

The post holder is free to act in the performance of day to day duties. Any new development must be discussed with the Head of Marketing.

Relationships:

The post holder will liaise with the following on a daily basis:-

- Head of Marketing
- Gym Manager
- Housing Services Manager & Head of Safeguarding
- Nursery Manager
- Music Studio Manager
- Families & Communities Manager
- Teesdale Operations Director
- Patterdale Hall Estate Manager
- Funding & Business/Enterprise Development Manager
- Members of the Public

The post holder is responsible for

- Graphic Designer (0.6)

Job Description agreed on: 18th June 2018

Post Holder signature Date

Job Title: Marketing Campaign Manager

Line Manager signature Date

Job Title: Head of Marketing

HR signature Date

Job Title: Head of Operations: Programme Support and Strategy

SECTION B. Person Specification

Attitude:

Essential:

- A desire to deliver excellent marketing campaigns.

Experience:

Essential:

- A good deal of experience in at least one of the following areas: SEO, online advertising, web analytics, social media advertising and campaign analysis
- Minimum 3 years experience of campaign marketing in a commercial setting.

Skills and Abilities:

Essential:

- Professional qualifications in Marketing e.g. Diploma in Marketing from Chartered Institute of Marketing (or similar)
- Ideally a degree level qualification in a relevant subject.
- Project management skills to work with a budget, meet deadlines for multiple projects and ensure ROI on marketing campaigns. You will need to manage the organisation's output effectively and intervene if things are going off-track.

SECTION C: Terms and Conditions

Salary:	£23,463 per annum
Paid Leave entitlement:	As per contract of employment
Sick pay provision:	As per contract of employment

Pension entitlement:

You will be auto enrolled into the YMCA pension scheme, subject to meeting government set thresholds.

Period of notice offered and required:

As per contract of employment

Conditions of appointment:

- Subject to satisfactory references, and criminal background check through the Disclosure and Barring Service (DBS).
- A requirement to training / events / courses deemed relevant and appropriate when post requires.
- The first three months of your employment will be regarded as a probation period, during which time an assessment of your performance, conduct and attendance will be made. The completion of your probationary period will, however, be subject to a formal review and you will not have completed your probationary period until that review has taken place and you have been confirmed in post.

Miscellaneous:

Outside paid employment must not take place within, overlap or interfere with YMCA contracted hours

This job description sets out the task requirements required of this post.

Along with the Staff Handbook and the letter of appointment it forms the terms and conditions of employment within the Association.

It is recognised that the Association is involved in a dynamic environment and as such, job descriptions will be required to be periodically reviewed and amended, reflecting any changing of the job. Such reviews will be carried out in conjunction with the staff concerned and one month's notice given of any change in the job description.