

Job Description

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| Job Title: | Marketing Manager |
| Contract Type: | Full Time, Permanent |
| Salary (FTE): | £26'000 P.A. (& Benefits) |
| Hours of work per week: | 37.5 |
| Responsible to: | Head of Business Services & Improvement |
| Responsible for: | Marketing Team |
| Location: | YMCA North Tyneside, primarily North Shields |

Organisational Context:

YMCA North Tyneside is a Voluntary Sector Organisation undertaking youth and community programme work in areas of North Tyneside, South Tyneside, and Teesdale. We are part of the worldwide YMCA movement, which started in London in 1844 has grown to become the world's largest and oldest youth movement. Now, more than 175 years later, YMCA is operating in 119 countries, with 64 million people reached annually around the world. Guided by our Christian values, we believe everyone has potential, and we serve our communities so that all can hope, belong, contribute and thrive.

Job Purpose:

Working with our Head of Business Services & Improvement you will design and implement a CRM strategy for the organisation with the goal of growing the volume and value of support for our charitable cause. Through investment in a CRM platform, processes and staff training, as well as strong marketing and campaign plans, you will ensure that an increasing number of Supporters will contribute more to YMCA. Increased support will be in the form of buying from our businesses, fundraising for us, advocating on our behalf, volunteering with us and donating to our cause; including legacy giving.

Main Duties & Responsibilities:

- Working with managers from our Strategic Business Units (SBU's) you will develop Marketing Plans that help ensure the achievement of Key Performance Indicators (e.g. income, occupancy, customer satisfaction) through increased loyalty and retention.
- Develop and deliver engaging content across all channels including; websites, email, social media, and via printed media - ensuring successful campaigns.
- Oversee our digital marketing output including our websites, Google Adword campaigns, paid social media campaigns.
- Implement campaign analysis to ensure learning and Return on Investment for expenditure.



- Ensure the CRM platform captures all required information and works seamlessly across the organisation.
- To manage our Customer Care Advisor on a day-to-day basis; ensuring excellence in customer contact (telephone, email, social media contact and webchat), that data is captured and recorded in our CRM system and that opportunities to cross sell are maximised - including the use of outbound calling to build long term supporter relationships.
- To manage our Graphic Designer on a day-to-day basis; ensuring that marketing materials are produced in a timely manner
- Manage the work of external agencies as required.
- Write, edit and proofread copy for marketing materials.
- Ensure accuracy of materials being signed off.
- Work within a marketing budget.
- Act as a Brand Champion for the organisation.
- Ensure that YMCA's brand guidelines are adhered to across all organisational communications.
- Keep abreast of developments and trends within Marketing, charity and young people sectors.
- Contribute to projects around the organisation that contribute directly to achieving the Job Purpose e.g. leading on fundraising events that will engage more Supporters and generate additional revenue and data.

General:

It is in the nature of the work at YMCA North Tyneside that tasks and responsibilities are in many circumstances unpredictable and varied, therefore, this job description is not an exhaustive list of duties and responsibilities but is intended to reflect a range of duties the post-holder will perform in line with their remuneration. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

This role will involve liaison with senior management, CEO and the board of trustees to review and assure exceptional delivery of the strategic plan and the organisational mission and vision.

This post requires proof of right to work in the UK, satisfactory references and a satisfactory DBS Disclosure.

Equal Opportunities:

YMCA North Tyneside is committed to eliminating discrimination and encouraging diversity amongst the workforce. We aim to be an equal opportunities employer and we are determined to ensure no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

