**Army Cadet Force Association**

**Job Description**

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| **Job Title:** | Marketing Manager | **Position Type:** | 20 hours per week. Permanent contract |
| **Department:** | Development | **Level:** | Band B2£15,529.50 (for 20 hours) |
| **Reporting to:** | Head of Development | **Location:** | London or Home Based |

**Purpose of the Post**

This is an exciting new post being created to implement our new brand strategy currently being developed by the board. We are looking for someone to bring enthusiasm, personal credibility, discretion and sensitivity during this very exciting time for us. The key aspects of this job will be to:

* Actively maintain high levels of public awareness of the charity, its aims and activities.
* Maximise fundraising and support for the charity by leading our communication strategy.
* Manage a small marketing budget.
* Manage the charity’s new social media channels and new website.

**Principal Responsibilities**

*Communication Strategy and Campaigns*

* Implementing new brand strategy for the charity, which is currently being developed by the board.
* Building and driving clear communications strategy and plans to meet the charity’s goals.
* Co-ordinate regional marketing initiatives.
* Building campaigns that drive ongoing engagement with the charity.
* Analysing campaign performance and applying improvements to future campaigns.
* Acting as a brand guardian for the charity to ensure brand guidelines are consistently applied.
* Utilising the Chief Executive and Deputy Chief Executive to promote the work of the charity and the wider youth sector through a range of engagement mediums.

*Media*

* Content management of the website and social channels
* Agreeing digital media advertising plans.
* Developing and monitoring brand ambassador programmes, including social influencers, to deliver high impact content.
* Monitoring performance to inform the strategy as it develops.
* SEO strategy development and management.
* Leading on responses to occasional media enquiries.

*General*

* Any other commensurate task as directed by line management.

| **Criteria** | **Essential** | **Desirable** | **Methods of assessment** |
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| Qualifications and Training | * A recognised qualification or proven success in marketing.
* Hands on digital marketing / communications experience
* Evidence of continuing personal and professional development.
 |  | Application form, interview, certificates |
| Experience and knowledge | * Knowledge of contemporary marketing and communications practices.
* Familiarity with the use of social media to achieve marketing and communications objectives
* Experience of working with partners, internally and externally.
* Experience of building and implementing a communication and brand strategy.
 | * Experience within the charity or not-for profit sector
* Knowledge of the youth environment
* Experience of PR
 | Application form, interview, references |
| Skills and ability | * Excellent written and verbal communication skills.
* Meticulous attention to detail with good copy writing, copy editing and proof reading skills.
* Ability to work on own initiative to agreed objectives.
* Effective IT skills (MS Office and management of website CMS).
* Demonstrable success in establishing effective working relationships.
 | * Information gathering and analysis skills
* Project management
 | Application form, interview, references |