

<p>Job title:</p> <p>National Marketing Manager</p> <p>Full Time Post – 35 hours per week</p>	<p>Responsible for:</p> <p>Digital Communications Officer Communications Officer Merchandise & Marketing Manager 75th Anniversary Project Officer</p>	<p>Reporting to:</p> <p>Director of Communications & Marketing</p>
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Primary Role

The main responsibilities for the National Marketing Manager:

- Lead the development and implementation of a national marketing strategy to include development of digital channels and content.
- Lead and manage a programme of traditional and digital projects and products.
- Liaise with stakeholders both internally and externally to create new opportunities for the use of digital channels and products.
- Map digital capabilities to organisational strategic priorities.
- Use audience insight and analytics to continuously improve user/audience experience.
- Line manage four team members.
- Deputise for the Director of Communications and Marketing.

Specific Tasks

- Work to increase awareness of ABF The Soldiers' Charity with potential supporters, partners and within the Army family.
- Maintain an overview of all online and offline communications, external-facing products and social media across the charity. To develop and promote standards and processes to ensure quality, usability and consistency for the Charity's audiences.
- Project manage major marketing projects and manage all relationships with internal and external stakeholders and audiences.
- Keep on top of new and innovative ways to present the charity's impact and content. To propose and experiment with ways to develop content in line with changing trends and audience preferences.
- Increase the number of people reached through all the charity's channels –and build repeat usage by, for example, providing expertise on search engine optimisation, pay-per-click and social media advertising, and managing paid-for search.
- Take the lead on all monitoring and measurement – both traditional and digital
- Coach, advise and share information on digital content, communications and services with internal stakeholders (National & Regional). Encourage and support staff across the charity to engage with digital communications.
- Support the charity's ability to generate revenue by working with the events and corporate partnerships teams, and others, to maximise the potential of our owned digital channels to generate income.

- Enhancing e-commerce (online shop) by increasing web visibility and traffic
- Appoint suppliers of services and oversee the charity's relationships with them, ensuring they provide a high-quality service and value for money.
- Adopt a change management approach to all website development working closely with the CIO team.
- Have a firm grasp of ROI and an ability to use market research, analysis and audience perception data to shape strategy and improve performance.

Person Specification: Skills & Experience

- Experience of leadership within marketing teams with a diverse range of skills and levels.
- Experience of team building and taking teams with you to deliver and excel.
- Experience of managing large and multiple projects across a range of digital channels.
- Experience of managing external suppliers to achieve organisational objectives.
- Ability to communicate with energy and direction.
- Ability to coach staff to reach their full potential.

Agreed by:

Date:

Published Date: