

MARKETING MANAGER

Duration: Fixed term (6 months)
Salary: Circa £45,000 per annum
Job Level: 4
Hours: 35 hours per week. Other flexible arrangements will be considered
Disclosure Level: Basic
Reports to: Senior Marketing Manager
Location: Working from home and at least two days per week at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we work alongside partners and communities to help realise children's rights and build a better world for every child. We are committed to an inclusive workplace where people feel valued, supported, and able to thrive – connected by shared values, a sense of purpose and a collective commitment to making childhood unstoppable.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

UNICEF UK delivers marketing to engage, attract and retain priority audiences through a single marketing function: the Marketing Team.

This team is comprised of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will.

The Marketing Team sits within the Public and Partnership Engagement Directorate at UNICEF UK. This directorate has an ambitious strategy to maximise the amount of income, influence and impact we deliver for children. The post of Marketing Manager plays a crucial role in helping us reach our ambitious targets.

ABOUT THE ROLE

As a Marketing Manager at UNICEF UK, you will play an integral role in delivery of marketing campaigns and developments in our multi-disciplinary marketing teams. You will work on a range of channels, products and campaigns. You will have excellent applied knowledge of core marketing practices such as media planning, ad tech, content development, supporter journey development and testing and measurement.

What we will expect you to achieve

- Work within a multi-disciplinary project team, alongside members from across the Public Engagement Directorate, to deliver audience-led marketing campaigns across a range of media against clearly defined targets and deadlines
- Responsible for managing expenditure and/or income within an allocated budget – including making recommendations for planning and reforecasting to maximise Return on Investment
- Operational delivery of marketing campaigns. This will include developing briefs and scrutinising media plans, working with the Creative team and partner agencies to produce creative content, working with the relevant teams to generate complex data selections, reviewing campaign performance analysis and recommending optimisations and testing strategies

- Support development and implementation of Unicef UK's strategy and roadmap for a specialist marketing area
- Support teams to plan effective marketing activity and projects for your specialist area, providing informed recommendations and ensuring teams are supported to deliver effective marketing activity
- Develop productive day-to-day working relationships with marketing agency partners; ensuring accurate and timely reporting, status meetings and a smooth working relationship.
- Collaborate internally to build positive working relationships to ensure that key stakeholder teams have a good understanding of marketing objectives and support in their delivery
- Approach all marketing activity with a commitment to deliver positive supporter experiences and complete confidence in compliant data management
- Implement marketing campaigns in response to humanitarian emergencies. This requires the post holder to be on call over some bank holidays and weekends
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child
- Use in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact on supporters and their support

Efficiency and Effectiveness

- Manages conflicting priorities to ensure objectives are achieved and deadlines are met
- Systematically plans projects to maximise performance and cost effectiveness

Communication

- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Creating and innovating

- Contribute ideas, approaches and insights that enable innovation
- Scan the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work
- Demonstrate an appetite to continuously learn from digital media and tools

Results focused

- Prioritise and sustain focus on work that will have the greatest impact on agreed aims.
- Review results and extract learning to optimise future performance

Relevant experience

- Experience managing insight-led marketing campaigns from conception and brief to monitoring and evaluation
- Working with discrete expenditure budgets – including planning, monitoring and reforecasting
- Delivering in an organised project management structure

- Working on marketing campaigns on digital media and platforms
- Day-to-day management of marketing suppliers and developing excellent relationships with internal teams to deliver objectives

Specific knowledge and skills

- Strong understanding of marketing principles and practice
- Effective working knowledge of the key data protection compliance requirements as relevant to key marketing activities as well as fundraising guidelines (e.g. the Fundraising Code of Practice)