

Marketing Manager

ABOUT US

Grief Encounter was set up in 2004 to ensure that bereaved children and their families receive the best possible support following the death of a significant other. We deliver both local and national bereavement services and have quickly grown to become one of the UK's leading bereavement charities.

ABOUT THE ROLE

Based in Mill Hill, NW7, the Marketing Manager will be responsible for executing GE's marketing strategy while driving and developing the brand. The individual will be part of a small team responsible for the full range of marketing activity on and offline including: advertising, design, production, digital and communications; as well as internal communications.

Job title: Marketing Manager

Salary: £37k

Contracted hours: Full time

Reporting to: Head of Marketing

ABOUT YOU

To be considered for the role of Marketing Manager, you will need:

- 5+ years in marketing, preferably with charity experience.
- natural empathy to the work we do.
- to maintain the highest degree of confidentiality regarding all aspects of work at all times.
- to have excellent written, verbal communication and data skills.
- to be able to work quickly and accurately whilst paying strong attention to detail.
- to have a proven track record of creating and implementing a wide range of offline and digital marketing plans working with small budgets.

MAIN DUTIES

- Working closely with the Head of Marketing to support the development and delivery of the marketing strategy to develop: the GE brand and sub-brand, raise the charity's profile, deliver insights and drive voluntary income from donors.
- Driving implementation of GE's brand strategy through an accountable plan. This includes the management of a brand toolkit/templates and oversight on logo usage ensuring the brand is consistent across all channels.
- Design marketing campaigns that increase fundraising income and recruit new supporters. Oversee marketing campaigns from conception, to activation and to review across all platforms. Ensuring all marketing activity is based on audience insights, is thoroughly evaluated and findings are communicated effectively to relevant stakeholders.
- Evaluating and refining current donor outreach communications – looking at how GE maintains relationships with donors, specifically what type of materials and information donors should be receiving and how regularly.
- Working closely with the Head of PR & Comms to develop impactful, integrated campaigns that deliver maximum impact as part of the wider marketing strategy. This will include: developing and driving the planning of GE'S digital presence, including the evaluation and further development of our new website; nurturing and growing celebrity patron relationships.
- Support the Clinical services team in the design and production of GE professional resources, such as the grief relief kits, to ensure they are on brand and can also potentially be used as a commercial product.
- Market the Good Grief training packages in line with the clinical team, making sure all relevant content reflects the aims and outcomes of the programme.
- Market the GriefTalk helpline in line with the clinical team, making sure all relevant content reflects the aims and outcomes of the programme.
- Produce marketing and content plans for key fundraising events.
- Oversee the delivery and evaluation of the internal and external communications. This includes the company newsletter, which will be tailored for the separate groups, such as service users and donors.

- Monitoring and overseeing the team's budget and resources to achieve agreed objectives.
- Evaluation and accountability - report quarterly with statistics and analytics on the performance of all marketing and communication campaigns.

MAIN RESPONSIBILITIES

You will be responsible for the following key areas:

- Website management including creation of new pages, content, creation, edits and monitoring of website to remove old or expired pages. Experience of Wordpress necessary.
- Production of monthly internal newsletter including collation of content from key stakeholders, creation of newsletter and distribution to all staff.
- Managing the production and distribution of online comms to mass mailing lists. Knowledge of Mailchimp is required.
- Managing end to end process of campaigns and collateral including initial briefing, concept creation, copy writing, briefing designer, approval process and print management.

This is not an exhaustive list and there will be other focus areas that you are asked to manage.