

## Role Description

# Marketing Manager

Fundraising & Marketing

### Role Summary

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- To grow the Magpas Air Ambulance brand and supporter base within key audiences and contribute to the achievement of fundraising objectives through the production and execution of annual marketing plans
- To project manage and produce both content and marketing & corporate collateral from concept through to launch, across all channels

### Responsibilities

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#### Project Management

- Produce and execute marketing campaigns to develop the fundraising events, products, appeals ensuring that KPIs are met
- Project manage the production of all marketing collateral
- Produce and circulate key messages, service statistics and internal communications as required
- Work with internal stakeholders and media outlets to produce press releases and PR campaigns
- Lead on the organisation, planning and delivery of corporate events
- Lead on the generation of Magpas Air Ambulance case studies and stories and the relationship management of new and former patients to support marketing and fundraising

#### Analysis & Reporting

- Use campaign data to track and report on effectiveness of activity and inform decision making and future planning
- Use website and google analytics to improve user experience and supporter journeys through digital channels
- Produce monthly reports for Executive Leadership Team and Trustee review
- Use research and analysis to identify new and potential key audiences and implement marketing & communication strategies to grow the Magpas Air Ambulance supporters and stakeholders
- Manage the market budget including budget setting, forecasting and tracking

#### Strategy & Planning

- Work across the charity to produce and execute annual marketing plans that deliver organisational objectives including the sustainable growth of fundraising income
- Responsible for the Magpas Air Ambulance digital presence, developing the website, social media channels and email programme through the production of compelling and timely content
- Provide marketing insight, research, planning and support to all departments as required
- Effective management of the Marketing & Communications Officer
- Manage and monitor third party suppliers to ensure marketing activity is produced on time and to budget

The responsibilities of this role will normally include all duties described in this Role Description and any additional or different duties, as may be required from time to time.

### **Qualities, Skills & Attributes**

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#### Essential

- Proven experience of managing the marketing function in a fundraising or sales environment
- Experience of producing effective marketing plans, campaigns and collateral
- Experience of managing organisational website and social media channels including content planning and production
- Proven ability to manage relationships with third party suppliers and agencies including media outlets, designers, digital and creative agencies.
- Proven ability to work internally at all levels of the charity to meet marketing and organisational objectives
- Good influencing and negotiating skills
- Strong communication skills with the ability to communicate consistently and effectively across all relevant areas of knowledge and expertise
- Ability to multitask and prioritise work to meet given deadlines
- Self-sufficient and confident to make decisions within the boundaries of the role
- Ability to be flexible and adapt ways if working to meet the needs of the organisation
- Proactive and creative approach to problem solving
- Excellent IT skills, particularly with Microsoft Office
- Availability to represent Magpas Air Ambulance at events if required

#### Desirable

- Educated to degree level in a relevant subject or an equivalent marketing qualification
- Full Driving Licence with own transport