



## Job Description

<b>Job Title:</b>	Marketing Manager (12 month contract with potential to extend)
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<b>Salary:</b>	Up to £30,000 Full time role
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### 1. Main Duties and Responsibilities (Please describe the main duties and responsibilities of this role)

1. Duties/Responsibilities	Estimated time
<p><b>External Consultancy</b></p> <ul style="list-style-type: none"> <li>Proactively seek new marketing/social media contracts from partners and non-partners</li> <li>Responsible for preparing and cost proposals tailored to the clients brief</li> <li>Delivery of activity/reporting back to the client</li> <li>Budget management in conjunction with the Finance Team</li> </ul>	25%
<p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>Overall management of Arts Council funded project 'Slant'</li> <li>Liaison with partners and project communication</li> <li>Management of marketing activity</li> <li>Budget management and reporting</li> </ul>	25%
<p><b>Marketing Management</b></p> <ul style="list-style-type: none"> <li>Development and delivery of destination marketing plans</li> <li>Contributing to commercialisation of marketing activity</li> <li>Developing content, media buying &amp; delivery</li> <li>Management of PR contract</li> <li>Management of marketing campaigns – i.e. Christmas</li> <li>Responsibility for effective evaluation mechanics and reporting to partners</li> </ul>	25%
<p><b>Team support</b></p> <ul style="list-style-type: none"> <li>Liaising with team members on various projects</li> <li>Support and coordination of marketing delivery</li> <li>Copywriting and press release delivery when required</li> <li>Oversee social media delivery as necessary</li> <li>Management of marketing interns</li> </ul>	25%

## **2. Skills needed to perform this role satisfactorily**

1. Strong time management and ability to prioritise workload
2. Demonstrates commercial awareness
3. Ability to develop positive relationships
4. Passion for current marketing & social media trends
5. Strong creative flair and excellent attention to detail
6. Ability to work on multiple channels and objectives confidently and simultaneously

## **3. Experience required**

1. Experience working in a marketing agency or in house marketing team
2. Marketing qualification degree / CIM
3. Management of national and/or high profile marketing campaigns
4. Experience of devising and delivering successful marketing plans
5. Management of budgeted projects
6. Experience writing proposals and pitching
7. Knowledge of the tourism industry would be an advantage
8. Experience of media buying
9. Copywriting and PR experience an advantage