



## **JOB DESCRIPTION**

<b>JOB TITLE</b>	<b>MARKETING MANAGER</b> <b>(12 month maternity cover) 0.6FTE</b>
<b>TEAM</b>	<b>FUNDRAISING &amp; MARKETING</b>
<b>GRADE</b>	<b>E</b>
<b>RESPONSIBLE TO</b>	<b>Fundraising and Marketing Director</b>
<b>RESPONSIBLE FOR</b>	<b>Marketing &amp; Communications Officer, Design Team, Online Marketing Consultant, Volunteers.</b>

### **OVERALL ROLE**

To manage the marketing and communication of Dorset Wildlife Trust's strategic objectives and to coordinate and plan activities to promote improved brand awareness to new audiences.

To manage online and offline communication channels, creating communication and marketing plans for local and national campaigns. .

To manage internal design function and be responsible for reputation of Dorset Wildlife Trust brand.

**Partly home-based, partly based at Brooklands Farm Head Office.**  
**0.8 FTE – 12 month maternity cover.**

#### **I. Key responsibilities**

- Lead the marketing and communications team through line managing the Marketing & Communications Officer, Online Marketing consultant and design team.
- Responsible for maintaining the standard of communication messages from Dorset Wildlife Trust staff, volunteers and the Fundraising and Marketing team across online and offline channels.
- Promote and update Dorset Wildlife Trust's brand guidelines and ensure Trust-wide adherence to these in all communications.
- Utilise nationally led marketing campaigns to use data acquired via warm lead generation projects to promote support for Dorset Wildlife Trust.
- Lead PR for local and national campaigns and projects.
- Oversee and contribute to copy and content created for publications by the Marketing and Communications Officer, marketing materials and campaigns, both online and offline.

- Work with the Online Marketing Consultant and Director of Fundraising and Marketing to create a trust-wide marketing strategy, to include a digital strategy.
- Working with the Marketing and Communications Officer, advise how to utilise social media platforms, to ensure content is engaging, timely, and meets the charitable aims of Dorset Wildlife Trust.
- Work directly with The Wildlife Trusts' national media team to increase regional and national media opportunities for Dorset Wildlife Trust to reach new audiences.
- Create communications plans for various projects and campaigns, ensuring messages are clear, focused and aligned with Dorset Wildlife Trust strategic objectives.
- Create internal e-newsletter once a month to send to all staff.
- Manage relationships with individuals and organisations endorsing our work.
- Monitor and report on the success of campaigns targets and objectives, using testing and marketing research to ensure continued improvement and development of Dorset Wildlife Trust marketing.

## 2. Other Duties

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager;
- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan;
- Engender a culture of membership recruitment within the team;
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Ensure that Health and Safety policies and procedures are met in all aspects of the role.

Some evening and occasional weekend working may be required with time off in lieu. There also may be periodic travelling within the county with occasional journeys further afield; Dorset Wildlife Trust pool cars are available but own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required.

## PERSON SPECIFICATION

Area A	Experience
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The post holder will be expected to have relevant experience in the following areas:

- General marketing (essential)
- Email marketing (essential)
- People management/leadership (essential)
- Copy writing, proof reading and editing (essential)
- Social media (essential)
- Public relations (desirable)

- Website management (desirable)
- Managing brand awareness (desirable)
- Media interviews - giving them and interviewing others (desirable)
- Co-ordinating media events (desirable)
- Publications (desirable)

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## **Area B      Knowledge**

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The post holder is expected to have knowledge of the following:

- Marketing strategy (essential)
- The media and journalists (essential)
- Knowledge of social media systems (essential)
- The internet & website management systems (essential)
- Some knowledge of local publications
- Some knowledge of natural history
- Some knowledge of advertising
- Some knowledge of photography

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## **Area C      Skills/Qualifications**

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The post holder will require the following skills/qualifications:

- Qualification in one of the following is essential: Marketing/ Communications/ Journalism/ English
- Solid understanding of online marketing
- Confident managing a team
- Excellent verbal and written communication skills
- Proof reading skills
- Good presentation skills
- Good time management
- Ability to train, supervise and work with volunteers/interns
- Ability to work to deadlines

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## **Area D      PERSONAL QUALITIES**

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|---|-------------------------------------|
| • Strong leader   | • Good decision maker               |
| • Initiative  | • Flexibility                       |
| • Tact and diplomacy when dealing with contentious issues | • Determination                     |
| • Patience  | • Ability to prioritise             |
| • Eye for detail  | • Pride in quality of work          |
|   | • Ability to work as part of a team |
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Director signature: ..... Date.....

Postholder signature:..... Date.....