

My Job: Marketing Lead



Own the Marketing activity for my service, building the local brand and driving measurable utilisation of services.

WHAT I AM ACCOUNTABLE FOR

1. Delivering the multi-channel Marketing plan for my Turning Point service, working with key stakeholders, both internally and externally, to implement activity which delivers against KPIs on time and on budget. Ensure plans and budget allocations are approved by my line manager and Operations Manager
2. Creating and implementing on-brand content to drive service utilisation, collaborating with stakeholders and service users (where appropriate) to produce creative that delivers measurable results
3. Running the local digital platforms including social media channels, email, and website, working with the Central Marketing team to support as appropriate
4. Overseeing all promotional and collateral requirements for the service, making sure they are an effective use of spend and part of a consistent customer experience
5. Providing comprehensive performance reports and insights to improve marketing activity and engage stakeholders
6. Monitoring trends, understanding needs of people we support, and following competitors' activities to ensure marketing relevance
7. Working with Internal Comms and Central Marketing to identify and amplify compelling stories from the local service to leverage at a regional and national level
8. Championing the Turning Point brands and the importance of creating relevant, clear, and simple communications to bring what we do to life for the people we support

HOW I OPERATE

Values Led Leadership

1. I'm autonomous, results driven and always looking for ways to improve against objectives
2. I am customer orientated and bring new ideas into the everyday
3. I'm highly collaborative and can challenge constructively
4. I am comfortable delegating work to others
5. I'm accountable for all my decisions and actions
6. I can explain my plans simply and clearly to all audiences
7. I am organised and methodical with great attention to detail
8. I am positive, agile and resourceful and take a hands-on approach – I make the most of what we have

WHAT I NEED:

Skills and Knowledge

1. A strong all-rounder – you have a solid understanding and of the full marketing mix
2. Great audience understanding which informs your plans
3. Strong communication skills which engage people of all levels
4. Good analytical skills – you enjoy interpreting data and making recommendations based on insight
5. Demonstrable stakeholder management skills, both internally and externally, including suppliers and commissioners
6. Ability to manage project priorities
7. You have hands-on experience of creating content, especially writing great copy and basic design work
8. A knack for identifying opportunities to promote the local Turning Point service and the people we support