

My Job: Turning Point Marketing Manager



Own Marketing activity for Turning Point, building the national brand and supporting local services to drive utilisation of services

WHAT I AM ACCOUNTABLE FOR:

1. Working in partnership with local Turning Point services to develop and implement Marketing activity which delivers against their KPIs on time and on budget. Supporting services to activate national Turning Point campaigns to maximise reach and impact
2. Leading innovative campaigns and projects to build the TP brand and experience, largely collaborating with the Content Manager and Website Manager to produce work that delivers measurable results and impact
3. Managing prioritisation of business area or local Marketing requests, shaping recommendations in a resourceful manner
4. Ensuring a consistent and high-quality digital presence for Turning Point local services, including social media and websites, using data and insight to optimise, retaining a consistent TOV and brand
5. Providing comprehensive performance reports and insights to improve marketing activity and engage stakeholders
6. Developing and delivering initiatives on the Marketing roadmap to continuously improve the way we operate
7. Line management of x1 Marketing Executive
8. Monitoring trends, understanding consumers, and following competitors' activities to bring the outside in.
9. Working with Internal Comms to promote and engage people with Marketing activity taking place in Turning Point local services

HOW I OPERATE:

Values Led Leadership

1. I'm results driven and am always looking for ways to improve against objectives
2. I am customer orientated and bring new insights and ideas into the everyday
3. I collaborate effectively and challenge constructively
4. I'm accountable for all my decisions and actions
5. I think strategically and can explain my plans simply and clearly to audiences of all levels
6. I am very organised and methodical with great attention to detail. I'm a starter-finisher.
7. I am positive, agile and resourceful and take a hands-on approach – I make the most of what we have
8. I'm excellent at prioritisation and managing expectations

WHAT I NEED:

Skills\Knowledge

1. A strong all-rounder – you have a great understanding and application of the full marketing mix
2. Great audience understanding which informs your plans
3. Good analytical skills – you enjoy interpreting data and making recommendations based on insight
4. Great stakeholder management skills, both internally and externally, including agencies and other suppliers
5. Good understanding of website design so you're comfortable working with our developers
6. Confident project manager, experienced at influencing internal and external stakeholders
7. You have hands-on experience of creating content, especially writing great copy, and are proficient in design using Canva