

My Job: Marketing Executive



Deliver a range of Marketing activities to ensure effective delivery against plans to support Turning Point nationally and locally

WHAT I AM ACCOUNTABLE FOR:

1. Independently plan and deliver marketing campaigns and content, including video, photography, email, website, social, print and digital as required.
2. Schedule and deliver Marketing requests from TP services in a timely and cost-efficient way.
3. Set up email and social campaigns using our marketing platforms, ensuring the data, customer journey, creative and reporting is managed effectively.
4. Proactively identify opportunities to engage with the people we support, and making recommendations for activity.
5. Ensure good utilisation of Design Point, managing the templates, requests and content available to users.
6. Collaborate with internal comms to help promote the latest marketing activity and stories within the organisation.
7. Conduct ad-hoc desk-based research to help inform our marketing strategies and plans.
8. Support with general administration tasks on behalf of the Marketing team.

HOW I OPERATE:

Values Led Leadership

1. I am customer orientated and always incorporate the people we support into my ideas.
2. I am proactive, organised, and methodical, with great attention to detail.
3. I am positive, agile, and resourceful and take a hands-on approach.
4. I am collaborative and comfortable to work with a wide range of people across the business.
5. I manage my time well and know how and when to escalate any perceived challenges or issues.
6. I am confident to ask questions and like to learn.
7. I enjoy working with data and analytics and can use insight to identify opportunities to improve.
8. I'm happy to get stuck in with the task ahead.

WHAT I NEED:

Skills & Knowledge

1. A working knowledge of digital marketing.
2. Experience in managing social media channels, email marketing and website content.
3. Confidence in copywriting and content creation, with experience in developing messages and formats across a range of channels and audiences.
4. An ability to turn ideas into effective campaigns.
5. High degree of competency using MS Office.
6. A passion for supporting people with our range of services, including Mental Health, Learning Disabilities, and Drug and Alcohol Use.