

My Job: Leicester SU Marketing Manager



Own the Marketing activity for the Leicestershire Substance Use Service, building the local brand and collaborating across the partnership, to drive people into treatment and deliver positive outcomes.

WHAT I AM ACCOUNTABLE FOR:

1. Developing and delivering an annual Marketing strategy and plan for Leicestershire Substance Use Service that delivers against numbers in treatment KPIs on time and on budget.
2. Creating and implementing innovative Marketing collateral, content, and campaigns to drive service utilisation, reporting on the impact and optimizing future activity accordingly.
3. Ensuring a consistent and high-quality brand presence for the service across all literature and owned platforms, using data and insight to optimise, retaining a consistent TOV and brand.
4. Collaborating with partner organisations to deliver a consistent brand experience, responding to requests and requirements in a timely and effective manner.
5. Managing social media channels for the service with a rolling three-month view of content and posting, including organic and paid.
6. Focusing on the needs of the local community and priority cohorts to support ongoing service delivery, including support to activate local events.
7. Coach members of the operational team to create BAU communications materials as appropriate.
8. Collaborate with the Central Marketing Team, leveraging available materials in the local area as appropriate.

HOW I OPERATE:

Values Led Leadership

1. I'm autonomous and results driven and am always looking for ways to improve against objectives
2. I am customer orientated and excellent at prioritising my work, keeping stakeholders informed
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

WHAT I NEED:

Skills/Knowledge

- A strong all-rounder – you have a great understanding and application of the full marketing mix
- Proven ability to develop marketing strategies that have delivered tangible growth
- Great audience understanding which informs your plans
- Fantastic communication skills which engage people of all levels
- Good analytical skills – you enjoy interpreting data and making recommendations based on insight
- Great stakeholder management skills, both internally and externally, including agencies and other suppliers
- Basic understanding of website development, so you're comfortable working with our developers
- Confident project manager, experienced at influencing internal and external stakeholders
- You have hands-on experience of creating content, especially writing great copy