

# My Job: Marketing Coordinator



Own the Marketing activity for a local service/site within Turning Point, building the local brand and driving measurable utilisation of services

## WHAT I AM ACCOUNTABLE FOR:

1. Developing multi-channel Marketing plans for local Turning Point services, working with key stakeholders to implement activity which delivers against their KPIs on time and on budget
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. Leveraging Central Marketing campaigns, content, and tools to drive engagement with local services
4. Managing the local digital presence for local Turning Point including social media and the website, working with the Central Marketing team to retain a consistent brand and tone of voice
5. Providing comprehensive performance reports and insights to improve marketing activity and engage stakeholders
6. Monitoring trends, understanding the needs of the local people we support, and following competitors' activities to ensure local marketing is as relevant as possible
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 brand and the importance of creating relevant, clear, and simple communications to bring what we do to life for all of the people we support

## 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'm highly collaborative and can 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 organised and methodical with great attention to detail
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
- Ability to develop plans which blend the strength of the national Turning Point brand with local requirement and nuances
- 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
- Ability to manage project priorities and experienced at influencing internal stakeholders
- You have hands-on experience of creating content, especially writing great copy and basic design work
- A knack for identifying opportunities to promote the local Turning Point service and the people we support