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| Job title | Marketing Co-ordinator |
| Department | Central Marketing |
| Reports to | National Marketing Manager |
| Grade | 3 |

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| Job purpose | * To scope, plan, coordinate and support delivery of the marketing and communications activities to promote Turning Point’s services. |
| Key accountabilities    Marketing and  Communications Support | To be responsible for delivering the marketing /communications plan by scoping, planning and implementation activities including:   * identifying who we are targeting and how we are reaching specific cohorts (using marketing data) * supporting national marketing campaigns to meet Turning Points objectives. * leading on content generation and driving a content management strategy within the service * creation of routine key messages and dissemination; including more complex messaging * Reporting on activity linked to the communications plan and performance - embedding measurement and evaluation * Managing and editing the website and advising on latest enhancement trends * Social media management and content creation * Leading health prevention campaigns * Liaising with sub-contractors/local authorities/public health /Commissioners communication links and other key providers as appropriate * Liaising with local authorities/public health /Commissioners communication links and other key providers * Assist the implementation of plans to build Turning Point’s presence in new and existing territories * Highlighting concerns and as appropriate presents solutions * Training and upskilling members of the team to produce their own marketing materials |
| Contribute to effective cost management in own team by carrying out day to day activities and making routine workplace decisions that reflect an understanding of costs. |
| Escalates any issues or concerns which are relevant to the role and have not been mitigated. Presents solution to risk as appropriate. |
| Help the team to optimise its performance by making full use of and highlighting/suggesting improvements to the management of IT, facilities, |
|  | processes and other physical resources that impact on the administration of marketing activity. |
| Carry out day to day tasks in accordance with stated policies, procedures and regulations to assist compliance with regulatory, risk and health & safety requirements. |
| Project the desired image of Turning Point by demonstrating the corporate values in day-to-day behaviour at work and always understanding and following all job relevant policies, procedures and work standards. |

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| Dimensions | Direct reports | None | |
| Total staff overseen | None | |
| Internal contacts | * Head of Business Units * Senior Operating Managers |
|  |  | * Marketing team * External Affairs team * Employee and Engagement team |
| External contacts | * External suppliers such as designer/printers |
|  |  | * Commissioner and partner marketing teams |
|  |  | * Partner organisations |
| Planning horizon | * Will understand and work to established project plans, production schedules and timescales. |
| Problems solved | * Prioritising workload, remaining productive, staying calm under pressure when having to adapt to shifting and potentially conflicting priorities within a 'matrix' style team structure. |
|  |  | * Gaining co-operation, input and data from managers and staff in other functions who may place shorter term initiatives and pressures ahead of those relating to longer term new territory development. |
|  |  | * Staying positive personally, and contributing to a positive team outlook, in an environment characterised by long term goals in which short term frustrations and sense of limited progress or results could be the norm. |

PERSON SPECIFICATION

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| Job title | Marketing Manager |

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| Personal effectiveness | Essential | Desirable |
| * Experience of working in communications or marketing * Confident to coach, influence and present to service managers about new and different approaches to marketing our products and services * Customer focussed and able to evidence understanding of how to target the audience effectively to deliver agreed outcomes. * Collaborative and comfortable to work across the business with a wide range of internal customers and external stakeholders. * Excellent attention to accuracy and quality. * Ability to identify problems and present solutions in a proactive and constructive manner, within the context of the role. * Confident to use professional judgement or to escalate where there is a perceived risk. | Commitment to own professional and personal development  Experience within the health and  social care sector |

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| Technical effectiveness | Essential | Desirable |
| * Experience of working on end-to-end marketing campaigns and projects, and delivering a positive return on investment * Strong experience in digital marketing techniques * Effective copywriting, editing and proofing skills * Strong IT skills particularly Office, intranet and social media * Able to evidence how you have translated and interpreted routine research and data analysis into effective marketing campaigns and products * Experience of successfully managing a wide range of stakeholder relationships * Time management skills – working under very tight deadlines with changing priorities. * Experienced in evaluation techniques and the ability to adapt practice to get results | * Experience of social media and evolving marketing techniques * Understanding of commissioners and partnership working * Design and or photography skills |

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| Acquired experience & qualifications |  | Essential |  | Desirable |
| ▪  ▪  ▪ | Understanding of the different expertise in a broad communications team and how to work with colleagues to build effective marketing plans and products  Understanding of financial costing models / budgets  Previous experience of digital marketing  Understanding of branding | ▪  ▪  ▪  ▪ | Professional Marketing qualification or equivalent Experience within the health and  social care sector  Working knowledge of the Government’s strategic agenda |

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| Other requirements |  | Essential | Desirable |
| ▪ | Willing to work additional hours on occasion to meet critical deadlines |  |
|  | ▪ | Willingness to work flexibly out of core service hours to meet the needs of services |  |
|  | ▪ | Travel to other services for filming or events |  |
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