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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.
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| 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
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| 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
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|  |  | * Marketing team
* External Affairs team
* Employee and Engagement team
 |
| External contacts  | * External suppliers such as designer/printers
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|  |  | * Commissioner and partner marketing teams
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|  |  | * Partner organisations
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| Planning horizon  | * Will understand and work to established project plans, production schedules and timescales.
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| 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.
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|  |  | * 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.
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|  |  | * 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.
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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 andsocial 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 marketingUnderstanding of branding  | ▪ ▪ ▪ ▪  | Professional Marketing qualification or equivalent Experience within the health andsocial 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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