

My Job: National Marketing Manager



Own the Marketing activity for Turning Point, building the national and local brands, and driving measurable utilisation of services

WHAT I AM ACCOUNTABLE FOR:

1. Developing multi-channel Marketing plans for Turning Point services, working with key stakeholders to implement activity which delivers against their KPIs on time and on budget
2. Creating and implementing innovative content and campaigns to drive service utilisation, collaborating with Content Manager to produce creative that delivers measurable results
3. Managing prioritisation of local Marketing activation for services, and shaping recommendations in the contract retention and acquisition process
4. Owning the digital presence for Turning Point and its local services, including social media and websites, using data and insight to optimise, retaining a consistent tone of voice and brand
5. Line management of service line marketers, including SASH and IAPT, providing clear guidance and objectives
6. Providing comprehensive performance reports and insights to improve marketing activity and engage stakeholders
7. Helping develop and deliver the Marketing development roadmap to continuously improve the way we operate
8. Monitoring trends, understanding consumers, and following competitors' activities to bring the outside in.
9. Working with Internal Comms to help the organisation understand the purpose and performance of the Turning Point brand

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 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 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
- Proven ability to develop brand and 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
- Ability to manage project priorities and experienced at influencing internal stakeholders
- You have hands-on experience of creating content, especially writing great copy