

# MY JOB: Marketing Manager

Own the Marketing activity for Livelife & RightSteps, building the brands, sustaining a healthy lead funnel & creating an enhanced customer experience



## WHAT I AM ACCOUNTABLE FOR:

1. Developing the Marketing plans for Livelife and RightSteps, establishing robust commercial and brand KPI's to assess success and measure and report against performance
2. Building and nurturing a lead generation pipeline for each brand, working collaboratively with the CV team to deliver MQLs against agreed targets
3. Creating and implementing innovative content and campaigns to develop both brands, collaborating closely with the Content & Production Manager to produce creative that delivers measurable results
4. Analysing brand positioning, commissioning customer insight to support, and engage senior stakeholders with the strategic direction and development of the two brands
5. Owning the digital presence for both brands, including social media and the websites, creating a consistent tone of voice and creative look and feel
6. Monitoring market trends, researching consumer markets, and keeping up to date with competitors' activities
7. Providing comprehensive performance reports and insights to improve future marketing activity
8. Working with Internal Comms to help the organisation understand the purpose and performance of the livelife and Rightsteps brands

## 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
- 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