

JOB DESCRIPTION

Job Title:	Marketing Manager		
Reporting to:	Director of Development		
No. of Staff Reports	N/A		
Department	Business Development		
Hours	37.5 per week	Salary / Grade	H £30,000 - £33,000

JOB PURPOSE

1. To raise the profile and awareness of YMCA Milton Keynes (MK), informing and engaging residents, target audiences and wider stakeholders.
2. Using strong digital skills, lead on the creation and publication of content across four YMCA MK channels and three HomeGround café channels, and relating websites, to engage external audiences.
3. To execute the marketing plan for our social enterprise café, HomeGround.
4. To deliver various marketing and communications campaigns, outsourcing projects where appropriate and managing their completion.
5. To be the YMCA MK national brand lead to ensure that all internal and external communications are brand compliant.
6. To track and report on all key marketing metrics and budget, providing recommendations for improvement.

DUTIES & RESPONSIBILITIES

Principal responsibilities

1. To lead on the implementation of existing marketing plans for YMCA and HomeGround and develop marketing plans for the 2023/24 financial year.
2. To use the existing HomeGround marketing plan to develop and execute a social media strategy, ensuring all external

communications are delivered to a high standard.

3. Lead monthly comms planning meetings with the Employment & Activities team to develop a content calendar, which will be used to inform our social media schedule.
4. Develop rapport with residents to co-create content to illustrate their stories, aspirations and experiences at YMCA MK.
5. Create and publish the resident monthly e-newsletter, championing the experiences of our residents, showcasing the diversity of support provided and encouraging further resident participation in our pathway of support.
6. To plan the monthly staff meetings, including setting the agenda and ensuring participation of staff.
7. To ensure that all internal and external communications are delivered accurately and within the remit of our brand guidelines.
8. Manage all contractor/supplier relationships relating to marketing and communications. Identifying and working with external partners where appropriate or necessary.
9. Take responsibility for compliance with General Data Protection Regulations where appropriate with marketing activity.

Operational duties

1. Manage all marketing expenditure, ensuring that all costs remain within budget.
2. Maintaining a professional and authentic voice for the charity on all platforms, ensuring that we keep followers/supporters up to date with developments and opportunities to engage with us.
3. To develop and maintain effective communications with other members of staff, trustees, supporters, partners and stakeholders to generate diverse, compelling digital and print content that engages and informs our audiences.
4. To maintain KPI reporting to track impact of communications and report on their effectiveness.

GENERAL AND OTHER DUTIES

1. Ensure all policies and marketing activity complies with charity and other relevant legislation.
2. Such other duties that the Chief Executive and/or Director of

Development may from time to time require.

It is essential that the post holder maintains confidentiality at all times.

PERSON SPECIFICATION

Knowledge & Skills

Essential	Desirable
Experience of developing and implementing communication, PR and branding strategies.	An understanding of the needs and priorities of the not-for-profit sector.
Highly creative and skilled in using social media channels to deliver effective and engaging marketing communications.	Awareness of major issues in the not-for-profit sector and youth homelessness, specifically the issues that face YMCA MK.
Experience of writing and editing communications for different mediums, e.g., web copy (knowledge of SEO), social media, print, etc.	Video creation/editing and photography skills.
Excellent communication skills, with an advanced understanding of the English language and first-class writing skills. <i>Candidates who are interviewed will be asked to complete a short proofing task.</i>	Experience of running paid social media campaigns.
Ability to demonstrate a high level of attention to detail, always maintaining a professional and high standard of work.	
Ability to interact with both young people and adults on a one-to-one basis and in small groups, within a range of contexts.	
Experience of producing engaging content within the remit of corporate brand guidelines.	
Experience of working with the media, writing press releases and dealing with the press in a proactive and reactive way.	
Experience of handling confidential and sensitive information.	

Attitude

Essential	Desirable
Excellent face to face, written communication and influencing skills.	

Excellent ability to build relationships with colleagues and key stakeholders.	
Ability to advise and work alongside all staff to support and implement communications and PR objectives.	
Ability to work effectively to tight deadlines and to organise own workload.	
Commitment and flexibility in approach to work to meet the demands of the post and manage a very busy workload and diary.	