

JOB DESCRIPTION and PERSON SPECIFICATION

| JOB DESCRIPTION | |
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| Job Title: | Campaign and Content Marketing Manager |
| Team: | Marketing & Communications |
| Reports to: | Head of Marketing & Communications |
| Scope: | <p>Situated within the Marketing and Communications team, this role will work closely with the growth team, and wider support teams (such as Senior Leadership Team, HR, and Campaign 4 Change), to promote Achieve together and its sub brands, as a leading voice in our sector.</p> <p>The post holder will develop and deliver an effective campaign and content Marketing strategy, aligned to our brand which will position Achieve together and its' sub brands as a leading provider of specialist services supporting people with learning disabilities, autism, PMLD, hearing loss, mental health and associated complex needs and will drive up enquiries and goal completions through to our referrals team.</p> |
| Accountabilities: | <ul style="list-style-type: none"> Develop and deliver an effective campaign and content strategy, aligned to our brand which will position Achieve together and its sub brands as a leading voice in our sector. Working with the Head of Marketing and Communications, PR and Digital Marketing Managers, develop a range of campaigns, assets and toolkits that promote current new developments and acquisitions to drive enquiries and referrals, and maximise occupancy . Manage campaigns end-to-end including: understanding the context, setting the strategy, objectives, tactical activity and measurement, while also delivering the day-to-day campaign outputs – including event delivery, digital assets including floorplans, creative graphics, video content and photography; liaise with business development and assessments teams to ensure content is relevant and accurate. Able to continuously reprioritize based on fluid timescales and business goals. Develop and brief the vision for next-level user experience on every page within the website, articulated to the Digital Marketing Manager and web developer to build and amend based on that vision. Manage multiple brands' digital presence and understand/recommend appropriate content for each based on nuances of their target audiences, unique propositions and brand identities. Support the Head of Referrals and Partnerships to create a centralised database/CRM. Work with web developers and the Digital Marketing Manager to create appropriate briefs, ensuring transfer of any agreed web content prior to acquisitions completing, on brand and on time. Create a resource library of content and digital assets related to campaign activity, especially for new developments and acquisitions. |

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| | <ul style="list-style-type: none"> • Track and optimise our digital Marketing presence and campaigns across all digital channels, managing a monthly marketing report and feeding into a higher board report. • Leverage in-depth sector knowledge and awareness to |
| | <p>develop content themes/topics and execute a plan to develop assets that will engage our audiences, particularly setting the strategy for growth through email marketing. Continuously optimise to improve results.</p> <ul style="list-style-type: none"> • • Monitor content being uploaded to the website for consistency and SEO standards. • Produce analysis and reporting on the impact and results of the content strategy based on key business goals and developing a further strategy based on these ongoing results. • Manage the marketing database for core audiences (professionals and families) with control over bought and organic data to maintain GDPR standards and grow these databases in terms of size and engagement. Cleanse and upload new contacts monthly and quarterly. Seek out new data that is relevant to the business objectives. • Liaise with the referrals and placements team regularly to ensure all webpages are up to date (availability) and to complete month-end report on referrals and enquiries numbers through various channels. • Coach and develop team members in best practice |

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| | across content and campaign activity. |
| Specific Requirements: | <ul style="list-style-type: none"> • Seek out existing Achieve together content that is compelling and beneficial to our audiences both internal and external and lead the planning, creation/editing, and delivery of that content across all our channels. • Identify gaps and create/commission inspiring and engaging content, and campaigns ensuring the content is written to a high standard and incorporates input from stakeholders across the organisation. • Ensure content produced is on-brand, consistent in terms of style, quality, and tone of voice, and optimised for search and user experience for all channels of content including online, social media, email, mobile, video, print. • Supervise (internal/external) writers, editors, and content creators; be an arbiter of best practices in grammar, messaging, writing, and style. • Develop standards, systems, and best practice (both team members and technology) for content creation, distribution, maintenance, content retrieval and content repurposing. • Utilize all survey feedback, insights, compliments, and reviews to drive and improve our regular weekly and monthly Communications for team members, people we support, families and social care professionals. • Create Marketing content for different stages of the Marketing funnel - awareness, consideration, decisionmaking, customer, advocate. • Review, refresh, and increase Achieve together's case studies and digital assets ensuring consistency of brand and tone of voice and fitness for purpose. |

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| | <ul style="list-style-type: none"> • Work closely with the CMO/SEO agency to ensure that any PR, social media, and content Marketing campaigns are aligned with the SEO strategy and objectives. |
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| PERSON SPECIFICATION | |
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| Knowledge: | <ul style="list-style-type: none"> • Proven editorial skills with an outstanding command of the English language. • Proficient in how to tell a story using words, images, or audio plus BSL), and an understanding of how to create content that draws an audience. • Skilled at both long-form content creation and real-time (immediate) content creation and distribution strategies and tactics. • The ability to think like an educator, intuitively understanding what the audience needs to know and how they want to consume it. • Clear articulator of the business goal behind the creation of a piece (or series) of content. • The skills required to define and manage a set of goals involving diverse contributors and content types. • Project management skill to manage editorial schedules and a deadline with corporate and on-going programmed campaigns. • Fluency in web analytics tools, social media Marketing applications and leading social media monitoring platforms. • Great powers of persuasion and presentation (Visio, PowerPoint, Vimeo, YouTube etc.). • Knowledgeable about the latest platforms, technology tools and Marketing solutions. • Experience with SEO/SEM, Marketing database, email, social media and/or display advertising campaigns. • Extensive experience in multichannel content creation and of using digital channels to deliver a step-change in brand engagement and brand awareness. • Expertise in major business & media communication software applications (Adobe Creative Suite, Microsoft office). <p>Must have:</p> <ul style="list-style-type: none"> • Bachelor's degree in English, Journalism, Marketing or related Communications field or relevant experience. • You have 6+ years' experience in a Brand Marketing, PR, Content Marketing or Social Media role. • A combination of a Marketing and publishing mindset, with the most important aspect being to think "customer first". |

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| Competencies: | <ul style="list-style-type: none"> • Creative. • Self-led, with ability to work in a remote team. • Build strong relations both internal and external. • Excellent negotiator and mediator. • Strong attention on to detail. • Excellent project management skills. • Ability to embrace change and to adapt strategies as required. • A coaching style approach to developing others. • Enjoys a fast-paced environment. |
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