



MARKETING MANAGER

JOB DESCRIPTION

THE EMPLOYER: Cumbria Action for Sustainability (CAfS)

LOCATION: Contractually based at our office, Eden Rural Foyer, Old London Road, Penrith, CA11 8ET, however home working can be agreed.

REPORTS TO: Chief executive

HOURS: Min 30 hrs to max 37.5 hrs a week, with flexibility to be worked across 4 or 5 days, and option for compressed hours.

SALARY RANGE: £30,000 to £40,000 per year full-time equivalent. Starting salary dependent on skills, and experience.

DURATION: Start as soon as possible. Fixed-term contract to 31 March 2024 (with potential extension subject to funding).

RIGHT TO WORK: You must have a legal right to work in the UK.

APPLICATIONS: Apply with a completed application cover form and your cv (to include details of your education, qualifications, training, roles, responsibilities and referees) **by 9am on Monday 26 September 2022.**

INTERVIEWS: Interviews will be held via Zoom on Monday 3rd October 2022. Please let us know when submitting your application if you are unable to make that date.

ABOUT CAfS:

CAfS is an award-winning charity and the leading organisation providing inspiration, advice, and support for action on climate change in Cumbria.

Our vision is a zero carbon Cumbria that is socially, environmentally, and economically beneficial for all.

Our mission is to achieve net zero by 2037 or sooner by promoting and facilitating low carbon living and its benefits – inspiring and supporting individuals, communities, and organisations across Cumbria and beyond to decarbonise lives and businesses. We provide practical support for the development of low carbon plans and policies for places, communities, businesses, local authorities, other organisations, and individuals. We inspire behaviour change and seek to deliver sustained shifts from high to low carbon emissions through enabling new social norms and influencing key policies, strategies, and funding streams.

CAfS MARKETING AND COMMUNICATIONS

This is a fantastic opportunity to join a thriving and flexible organisation that plays a crucial role in helping Cumbria do its bit to tackle the climate crisis.

CAfS' growth over the last two years has been phenomenal – we have doubled in size in response to the ever-increasing demand for action on climate change. We are currently running around 30 projects, the majority of which involve external marketing and communications work. A key strand of our work is supporting the Zero Carbon Cumbria Partnership, which involves 80+ organisations and aims to inspire significant momentum towards net zero carbon throughout Cumbria.

We're looking for an experienced marketing manager who is highly motivated to help achieve a zero carbon Cumbria. You'll be responsible for leading the development and implementation of a marketing and communications strategy for CAfS and for overseeing the Zero Carbon Cumbria communications strategy. We also need you to lead a review of our branding and our website with a view to improving both and to strengthen our internal communications.

You will be creative and have a record of developing and delivering marketing strategies and communication campaigns. Your writing skills will be excellent as will your ability to develop collaborative relationships with your colleagues and partner organisations.

You will lead our tight-knit marketing team of three part time employees and ensure your team are able to support the delivery of the comms and marketing aspects of multiple, diverse projects.

MAIN PURPOSE OF ROLE:

- Develop marketing strategies for a diverse range of projects and our overarching organisational aims, making effective use of branding, content, channels, capacity, and skills.
- Oversee the implementation of excellent, successful, accessible communications and marketing activity to existing and new audiences.
- Lead the communications and marketing team – helping them to develop their skills as well as those of colleagues across the organisation and managing our communications capacity overall.

KEY RESPONSIBILITIES AND TASKS:

Marketing and communications development and delivery

- Develop and ensure delivery of the CAfS organisational marketing strategy and associated action plans with the aim of maximising coverage, reach and engagement.
- Develop and ensure delivery of marketing strategies and action plans for our key, high profile projects.
- Maximise positive coverage in support of CAfS' work and goals through print, broadcast, and digital media at local, regional, and occasionally national level.
- Lead the continuous improvement of CAfS' marketing and communications (internal as well as external) through the identification of current trends, tools and opportunities, monitoring and evaluation of our marketing activity and applying lessons learned.
- Manage the overall marketing budget for CAfS, and the budgets assigned for marketing by key individual projects.
- Ensure the CAfS online presence (website, social media) is engaging, accessible, informative, up to date, secure and intuitive to use for both visitors and colleagues.
- Oversee direct communications with CAfS' supporters, including email marketing.

- Lead the production of high-quality marketing materials and products, including production of our annual report and other key corporate products.
- Develop processes, guidance, training, and templates for colleagues to ensure accessible communications, efficient delivery, and improved communications skills across the organisation.
- Develop CAfS digital marketing capabilities and use to ensure we are maximising digital marketing opportunities.
- Improve and manage CAfS' branding and ensure it is used correctly by colleagues and contractors, including our visual identity, tone of voice and writing style.
- Ensure that CAfS has access to quality visual media, with the necessary permissions, organised and managed in a media library.
- Lead recruitment marketing, working closely with project managers and the CAfS finance and resources team.
- Collect feedback and statistics through surveys, feedback forms, digital analytics, and produce reports for staff and trustees as required.

Team working

- Lead the marketing team, overseeing the work of team members and ensuring their development.
- Ensure the best use of the marketing team's resources, identify needs for any additional capacity or skills, define roles, recruit employees, contractors, and volunteers.
- Lead media training for colleagues and provide feedback on performance.
- Work closely with other teams and project managers to deliver shared goals, in particular working with the CAfS development manager on fundraising marketing.
- Ensure compliance with marketing regulations and the provision and sharing of expert advice and best practice to colleagues and externally as required.

The role is also required to:

- Comply with CAfS policies, procedures and guidance, data protection, procurement, and contribute to the organisational development of these.
- Work with the rest of the staff team to conduct any other task or project required from time to time, as directed by line manager or trustees.
- Contribute to the ongoing work of CAfS including attending appropriate networking meetings, team meetings and training.

PERSON SPECIFICATION

Essential skills and attributes:

- Experience of developing and delivering communications and marketing strategies and plans at organisational and project levels.
- A minimum of 5 years' experience in marketing and communication roles.
- Up-to-date and applied knowledge of marketing and communications tools and techniques, including audience research and segmentation.
- Proven ability to tailor approaches and produce marketing messages and materials for different channels and audiences.
- Experience of leading, managing and developing people.
- Experience of commissioning and managing the work of contractors and suppliers.
- Experience of managing a diverse range of communications channels including websites.
- Experience of developing and managing organisational and project branding.
- Experience of sourcing and managing communications assets such as imagery and video footage.
- Experience of managing media relations.
- Ability to operate at a senior level within an organisation, managing a challenging workload and competing priorities.
- Detailed working knowledge of legal and moral standards relevant to communications and experience of enforcing them.
- Experience of setting quality standards for communications and ensuring compliance.

- Excellent standard of written and verbal communication with an eye for detail and accuracy.
- An understanding of and interest in the objectives that CAfS seeks to deliver.
- Ability to work flexibly including evening and weekend working by agreement.
- Ability to travel independently throughout rural Cumbria.

The following are **desirable** but not essential:

- Experience of working in the environmental sector.
- Experience of working in the charity sector.
- An existing network of contacts across Cumbria.
- Experience of recruitment marketing.
- Experience of fundraising marketing.
- Experience of managing video production and use in corporate communications.
- Experience of training colleagues in communications and marketing.