

JOB DESCRIPTION

Job title	Comms & Marketing Manager
Reports to	Head of Comms & Marketing – Supporters and Citizens
Location	Bristol with UK travel as required
Department	Development
Purpose of the role	<p>This role is part of a new team that will lead on engaging with people as citizens in order to inspire agency with our charitable mission.</p> <p>Leading on our citizenship work you will deliver engaging and measurable content to ensure our audiences become a growing movement of people that are active participants in our food, farming and forestry systems.</p> <p>You will work closely with the Supporter Development Team to create seamless user journeys from engagement to committed support.</p>
Key responsibilities	<ol style="list-style-type: none"> 1. Lead the citizenship work in the charity ensuring the content and strategy builds participation and encourages audiences to become more engaged with the Charity overall. 2. To deliver the Soil Association Citizen Engagement Strategy, working with other teams to ensure all citizen-facing comms are consistent with the strategy (eg. Press team, Digital team, Food & Farming team). 3. To conduct audience insight in order to build a profile of who we mean by citizens, and create a Soil Association-wide accepted set of citizen personae 4. Lead the development and implementation of a clear and measurable social strategy to meet our marketing objectives and build engagement across all audiences. 5. Manage the development of content and functionality in relevant areas of the website e.g. www.soilassociation.org/organic-living/organic-september and all related pages, ensuring an excellent user experience and clear, trackable journeys to conversion / enquiry. 6. Lead and manage the Marketing & Comms Officer to develop a creative content and campaign programme that engages citizens and delivers potential supporters to the fundraising funnel 7. Work closely with the Supporter Development team to create content and user journeys that support people who want to get more involved with the charity, take action, and ultimately support with donations 8. Plan for citizen facing campaigns through the year, including Organic September 9. Setting and reporting on clear KPI's for all work and keeping stakeholders informed on results and learnings. <p>Measuring success is crucial to all that we do, and this role will lead on ensuring all our work and campaigns are measurable and effective at building engagement from citizens</p>
Responsible for	Comms & Marketing Officer - Citizens
Qualifications	Educated to degree level or equivalent CIM or relevant marketing qualification desirable (ideally digital / social)



Knowledge & experience

Essential

Experience in a similar comms and marketing role with accountability for developing audience insights and content
 Demonstrable experience of working across multiple audiences and of developing clear content strategies to meet KPI's for each
 Sound and demonstrable knowledge of digital marketing platforms and tactics including tracking and analysing
 Expertise in up to date social marketing and best practice
 Experience of working in cross functional teams and project group working to deliver plans.
 Experience of developing and delivering multi-channel campaigns, including online and offline
 Line management experience
 Fundraising experience and knowledge of best practice (Code of Fundraising)
 Knowledge of GDPR legislation

Desirable

Experience of working in the third sector
 Experience of using CRM databases

Personal qualities and Skills

- Highly collaborative and able to engage a wide variety of stakeholders with ability to influence
- Creative and entrepreneurial approach to work
- Ability to work on own initiative and under pressure, meeting tight deadlines
- Ability to work within tight financial constraints looking for creative solutions to deliver results.
- Able to prioritize effectively and to manage self and team's workload in a busy environment.
- Able to adapt and react to changing circumstances and opportunities
- Ability to work well as part of a team and cross functionally
- Empathy with the values, aims and objectives of the Soil Association
- Excellent communication skills (written / verbal / visual)
- Excellent presentation skills
- Excellent influencing, negotiating and organisational skills.
- Ability to work on multiple projects and with proven project management experience

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Date

July 2020