

Job Description

Role Title	Marketing Communications Manager – Transport		
Directorate	Marketing and Communications		
Line manager	Head of Marketing and Campaigns		
New/ Existing	Existing		
Perm/ FTC	Permanent	Grade 3	
Job Purpose	To lead on the development and implementation of innovative and effective marketing communication campaigns and initiatives to achieve KPIs across all transport related activity.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities	People (staff) Accountability	Contractor Accountability
	Yes	Yes	Yes
Critical Accountabilities	<p>This role will:</p> <ul style="list-style-type: none"> • Lead on the development and implementation of strategic marketing and communications activity to promote all transport programmes and projects. • Work with the programme teams and senior managers to ensure the planning, implementation and delivery of marketing and communications activity achieves programme objectives and KPIs and is delivered on time, within budget and to a high standard. • Contribute to the develop of Energy Saving Trust’s transport offer including tenders and business development opportunities. • Lead a team (currently based in Edinburgh and London) and manage external contractors as required. • Manage external stakeholder relationships alongside programme managers and ensure relationships are effective. • Act as a brand guardian across all communications delivered and ensure that Energy Saving Trust, funders and partners are appropriately represented. • Provide campaign metrics, analytics and reporting as required and ensure learnings from previous campaigns are included in future campaign activities. • Undertake other activities as required to support the overall delivery of the marketing communications strategy. • Travel, as required, including between Energy Saving Trust offices. 		

Knowledge, skills,
and qualifications
required.

Knowledge, skills:

- Experience of marketing communications management, with proven success in strategic campaign development and implementation, audience segmentation and analytics.
- Experience of working in a fast-paced environment with ability to prioritise activity.
- Experience of line managing and motivating a team including objectives setting and appraisals,
- Management of project budgets for marketing activity
- Strong interpersonal and communications skills.
- Strong negotiation and facilitation skills and flexibility of approach.
- Strong written and verbal communication skills, editing and proof-reading.
- Self-motivated, strong leadership skills, team-oriented, and goal-oriented.
- Strong attention to detail.

Key qualifications required:

- Bachelor's Degree Marketing and or CIM Diploma or equivalent, substantial experience in a similar marketing role.