

Job Description

Role Title	Senior Marketing Manager (maternity cover)
Job Family & Category	Marketing and communications – senior manager
Team	Marketing
Line Manager	Head of marketing and campaigns
New/ Existing Role	Existing role
Perm/ Fixed Term	Fixed term
Job Purpose	<p>Support the Head of Marketing and Campaigns to ensure the development and effective delivery of programmes and campaigns across Energy Saving Trust.</p> <p>Contribute to the development of the marketing function including team training, digital improvements and professional development. Support and contribute to business development, new value propositions and project proposals.</p>
Resource and Management Responsibilities	<ul style="list-style-type: none"> ▪ Budget/ Equipment Responsibilities ▪ People Responsibilities ▪ Contractor Responsibilities
Key responsibilities	<ul style="list-style-type: none"> ▪ Line manage and take direct responsibility for specific teams delivering programme campaigns for clients – ensuring they engage customers, empower them to take action, and are delivered on time and budget with evaluation and impact results. ▪ Ensure marketing communication campaigns are effective, maximise reach and impact, achieve KPIs and reflect current and future best practice. ▪ Manage relationships with internal programme managers and external funders, provide insight to develop programmes, and contribute to new programme activity. ▪ Prioritise effective audience profiling and targeting techniques, and ensure effective monitoring and evaluation is in place and used to develop future campaigns, programmes, and business development opportunities. ▪ Contribute as required to the development of corporate campaigns to increase reach and engagement, working in collaboration with content, digital and PR leads, to reach target audiences and meet

	<p>measurable KPIs.</p> <ul style="list-style-type: none">▪ Lead on research to provide insight to improve targeting, reach and evaluation of campaigns in collaboration with relevant team members▪ Lead or contribute to market development initiatives and business development opportunities, including the mobilisation of new programmes and campaigns, as required.▪ Lead and support development of the team to establish a culture of individual and team learning in collaboration with our People Business Partner.▪ Contribute to the development of the marketing and communications function and staff team including annual appraisals and staff development.▪ Be a brand champion to protect our reputation, and advise on brand partnerships and collaboration with clients.
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<p>Knowledge, skills and qualifications required</p>	<ul style="list-style-type: none"> ▪ Extensive knowledge of strategic marketing and communication campaign planning and delivery. ▪ Experience of brand, campaign and market development and an enthusiasm for new initiatives and emerging best practice across all marketing disciplines. ▪ Experience of influencing and implementing change, collaboration with colleagues and problem-solving skills. ▪ Knowledge and experience of team leadership, coaching, and staff management and development. ▪ Knowledge and experience of resource planning, forecasting, and reporting including budget management. ▪ Experience of managing appropriate and effective research methodologies and reporting. ▪ Capability to successfully build relationships, engage and challenge across the business at all levels. ▪ An understanding of and commitment to Energy Saving Trust's mission and values. ▪ Strong communication, presentation and influencing skills. ▪ Bachelor's degree or equivalent experience. ▪ CIM Diploma in Marketing or relevant experience. ▪ Expertise in all major business software applications (Adobe Creative Suite, Microsoft Office, etc.).
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