Job title: Marketing Manager

Job description

Job family: Engagement, Learning and Entertainment

Job family definition

Roles within the Engagement, Learning and Entertainment job family focus upon the Eden experience, providing activities, learning programmes, encounters and events, which engage, inspire and entertain, thus enhancing individuals understanding, experience, skills and enjoyment.

Role purpose

Eden Project Communities has UK wide reach and delivers initiatives that encourage public engagement and participation in positive action and create real social capital on a mass scale.

The post holder will lead the design and delivery of Eden Project Communities marketing, in order engage and inspire the general public in what we do, increase brand awareness and boost participation year on year. Working closely with the whole UK wide team to maximise the output and growth of engagement in our flagship projects including but not limited to The Big Lunch and The Great Big walk. Manage a small marketing team, leading programmes and projects across the full range of marketing disciplines, as well as working alongside the Programme Director, PR Campaign Manager and UK Delivery Manager in order to build the Eden Project Communities brand and sub brands and our brand values.

Key accountabilities

1. Lead and develop all Eden Project Communities Brands and a programme wide marketing strategy with a core team, ensuring the programme has the right mix of activities and investment to achieve its key objective of growing mass participation significantly year on year.

2. Collaborate with colleagues and external partners to devise and deliver creative and innovative marketing programmes and initiatives, which attract new audiences to enhance and increase participation in all UK nations. Monitor, analyse and evaluate market trends and engagement demographics, targeting the right people at the right time of year to increase active participation and reinforce brand loyalty.

3. Manage the execution, delivery and evaluation of marketing and communications campaigns and programmes, by building and developing relationships with key stakeholders, team members and external partners as required. Support delivery of the PR campaign through developing our marketing assets online and off and the effective management of the Marketing team, creative agencies and suppliers.

4. Assess and select potential partners to collaborate on Eden Project Communities promotions, ensuring mutual consistency between the ethical values of partner organisations, our funders and the Eden Project Communities brand/sub-brands. Work with Country Managers to ensure in-country relationships and strategies are effective and act as the key contact point for all strategic UK partnerships and with regard to marketing (e.g. DCLG, RVS, Rotary etc.)

5. Control the marketing budget, ensuring all expenditure is deployed effectively, in accordance with the marketing strategy. Monitor and reconcile expenditure, ensuring compliance with management reporting requirements and internal financial procedures.

6. Line manages the Digital Marketing Manager and the Marketing Executive to deliver effective campaigns and develop them to enable performance at the highest level within their role.
Job description

Demands of the role

**Education & qualifications**
The jobholder will be educated to degree level with Chartered Membership of appropriate professional association (i.e. CIM).

**Knowledge & skills**
At least 5 years’ experience working as a Marketing Manager in a similar role, leading in a consumer brand-led environment with experience of movement building campaigns. The jobholder will have gained experience of the full range of marketing activities including, advertising, direct marketing, sales and promotion, market analysis etc., ideally with experience of working for a charity or a similar campaign led organisation.

**Decision-making**
Operates within a wider strategic plan, working to medium term objectives. Regularly develops and recommends innovative marketing solutions to internal and external stakeholders up to senior management level. The jobholder will routinely need to reprioritize plans and activities to meet changing needs of the programme at short notice. Updates the Delivery Manager and Programme Director on a regular basis.

**Resourcefulness**
This role demands a high level of innovation and creativity, requiring the jobholder to be sensitive to consumer/community trends. There is an ongoing requirement for them to develop programmes, initiatives and activities designed to retain existing participants and to draw new audiences to the programme, raise awareness and engagement of the Eden Project Communities brand and its sub-brands and projects including The Big Lunch, The Great Big Walk, Community Camps and our Exchange Hub network.

**People & asset management**
Full managerial responsibility for 2 full time staff and responsibility for managing external agencies. Monitors and controls marketing spend, ensuring expenditure does not exceed the agreed annual budget (c£80k) and signing off small payments of up to £1k.

**Communication & visitor experience**
Highly developed communications are integral to this role, involving the jobholder in such activities as copy writing, creative writing, campaign development, negotiation, public speaking, presentation and workshop facilitation. They must be able to adapt their approach in order to influence and engage people at all levels both within and outside of the organization.

**Operational environment**
A significant amount of flexible working including some evening and weekend working along with some travel will be required to deliver this role. The role is office based (central London) as part of a hardworking, fun and passionate team spread across the UK, with office locations at Eden Project in Cornwall, Belfast and London.

**Additional features**
Needs to keep abreast of the latest developments and trends in movement building, mass participation and community activism.