

# Job Description

## Marketing Manager

### Job details

<b>Job title</b>	Marketing Manager
<b>Job purpose</b>	To lead the development and execution of marketing campaigns against defined areas of the UKAS marketing strategy, with the aim of promoting the UKAS brand & services, supporting lead generation and delivering effective internal and external communications.
<b>Job location</b>	Office based (with hybrid working option)
<b>Reports to</b>	Director of Marketing & Communications
<b>Essential criteria</b>	<ul style="list-style-type: none"> <li>+ Strong stakeholder relationship skills</li> <li>+ Ability to balance strategic needs with tactical delivery</li> <li>+ High level of IT literacy</li> <li>+ Good written and verbal communication skills</li> <li>+ Confident, articulate and good relationship builder</li> <li>+ Good organisational ability and attention to detail</li> <li>+ Willingness to learn and support others</li> <li>+ Ability to prioritise and work under pressure</li> </ul>

### Dimensions

<b>Line management</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<b>Budget holder</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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### Job purpose

<b>Core responsibilities</b>	<p>The role requires the post-holder to take a proactive approach in developing and implementing operational marketing plans and to actively support the achievement of UKAS marketing objectives.</p> <p>Whilst the post-holder will not have formal budgetary responsibility, they will have a significant influence on the allocation of the operational marketing budget.</p> <p>Key responsibilities include:</p> <ul style="list-style-type: none"> <li>+ Developing and managing the marketing communications plans (campaigns) to drive awareness and growth of UKAS' services in industry and government under the guidance of the Director of Marketing &amp; Communications.</li> </ul>
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	<ul style="list-style-type: none"> <li>+ Identifying and developing relationships with stakeholders, external partners and intermediaries to raise awareness levels of accreditation schemes using all relevant communication channels.</li> <li>+ Developing and executing campaigns which drive demand and create leads for accreditation and training across all sectors.</li> <li>+ Reporting across all channels to optimise conversion rates and measure ROI of marketing activities and make suggestions for improvements.</li> <li>+ Staying connected to the latest marketing trends and best practice, to support development of future content and campaigns.</li> <li>+ Developing and managing the social media strategy to increase our presence and customer engagement, including content creation, advertising and social listening.</li> <li>+ Building a content strategy to support business growth. Responsibilities include copywriting, proofing and storyboarding.</li> <li>+ Working with agency partners as needed to increase awareness of the value of UKAS accreditation across all sectors and government. Plus, monitoring.</li> <li>+ Supporting internal communication as required.</li> <li>+ Undertake any other tasks as required by the Director of Marketing &amp; Communications.</li> </ul>
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<b>Signature of job holder:</b>			
<b>Name:</b>		<b>Date:</b>	