

Job Description

Marketing Manager

Job details

Job title	Marketing Manager
Job purpose	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.
Job location	Office based (with hybrid working option)
Reports to	Director of Marketing & Communications
Essential criteria	<ul style="list-style-type: none"> + Strong stakeholder relationship skills + Ability to balance strategic needs with tactical delivery + High level of IT literacy + Good written and verbal communication skills + Confident, articulate and good relationship builder + Good organisational ability and attention to detail + Willingness to learn and support others + Ability to prioritise and work under pressure

Dimensions

Line management	Yes <input type="checkbox"/>	Budget holder	Yes <input type="checkbox"/>
	No <input checked="" type="checkbox"/>		No <input checked="" type="checkbox"/>

Job purpose

Core responsibilities	<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"> + 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 & Communications.
------------------------------	--

	<ul style="list-style-type: none"> + Identifying and developing relationships with stakeholders, external partners and intermediaries to raise awareness levels of accreditation schemes using all relevant communication channels. + Developing and executing campaigns which drive demand and create leads for accreditation and training across all sectors. + Reporting across all channels to optimise conversion rates and measure ROI of marketing activities and make suggestions for improvements. + Staying connected to the latest marketing trends and best practice, to support development of future content and campaigns. + Developing and managing the social media strategy to increase our presence and customer engagement, including content creation, advertising and social listening. + Building a content strategy to support business growth. Responsibilities include copywriting, proofing and storyboarding. + Working with agency partners as needed to increase awareness of the value of UKAS accreditation across all sectors and government. Plus, monitoring. + Supporting internal communication as required. + Undertake any other tasks as required by the Director of Marketing & Communications.
--	---

Signature of job holder:			
Name:		Date:	