**JOB DESCRIPTION**

**Marketing Manager**

**Reporting to:** Director of Marketing & Fundraising

**Location:** Head office (Leatherhead)

**Terms:** c£35k depending on skills and experience

**Job purpose:** To raise awareness and regular income for Perennial through effective marketing and communications campaigns and supporting other teams in Perennial.

**Key relationships:** This person will be managing the marketing team of three, marketing & PR agencies and working with all Perennial staff.

**Key Tasks:**

Management of the marketing team and agencies, all working together to:

* Create all marketing collateral, working with other departments to ensure that the new brand and tone are consistent across all communications, that they comply with charity, GDPR and fundraising legislation and all remain up-to-date.
* Develop and grow a strong digital presence through our own website and over social media platforms (sometimes out of hours) and engage with appropriate online organisations and forums in the industry.
* Advertise all aspects of the charity in appropriate online and offline publications.
* Deliver effective PR campaigns throughout the year, engage with garden and trade media and press to encourage their proactive support of Perennial and ensure that press coverage is saved and circulated as appropriate.
* Provide an excellent level of support to other Perennial teams to produce effective communications and marketing collateral to promote all aspects of the charity.
* Create yearly marketing plans, provide a monthly report on all marketing activity KPIs and contribute to board reports and to the marketing and fundraising plan.

Effective management of the Communications Officer and two Marketing Officers, setting objectives, setting individual KPIs and delegating.

Ensure that learning and development opportunities for the team are maximised.

Work with the Director of Marketing & Fundraising to set and manage yearly budgets.

Effectively manage external suppliers.

**General**

* Ensure at all times the good name of the charity, in conjunction with other professionals, as appropriate.
* Participate in national marketing and fundraising initiatives as required.
* Ensure donations received are administered in line with Perennial procedures and best practice as defined by the Institute of Fundraising Guidelines.
* Be an active and constructive senior member of the Marketing and Fundraising team.
* Attend meetings; provide information and reports as required by the Director of Marketing and Fundraising.
* Advise, assist and support colleagues from all other Perennial teams.
* Act within the charity’s policies and procedures, including those relating to health and safety, safeguarding, administration of donations, fundraising practice and equal opportunities.
* Undertake such other tasks within the broad purposes of the job as may be required from time to time.

**Person Specification:**

**Education**

Degree or equivalent qualification in marketing / communications

**Experience**

* Substantial experience in leading teams developing collateral, campaigns and other marketing communications across all channels
* Experience in a wide range of disciplines including:

Copywriting, editing and proofing

Fundraising

Messaging

Digital communications and marketing

Project planning

Data analysis and evaluation

Production management

Audience insight

* Significant experience in developing projects in collaboration with multiple stakeholders with differing needs
* Proven experience of managing a varied and heavy workload with multiple priorities

**Skills**

* Ability to negotiate, persuade and influence people at every level
* The ability to create yearly plans and set a clear direction
* The ability to motivate team members
* Excellent verbal and written and presentation skills
* Ability to build and maintain effective cross-team working relationships
* Strong digital marketing skills
* Strong copywriting and proofreading skills
* Direct marketing and database management skills
* Excellent marketing skillsComputer literate and able to use Microsoft packages (Word, Excel and Powerpoint) and experience of using databases

**Character/Personality**

* Ability to work alone on own initiative as well as work effectively as part of a team, naturally supportive of colleagues, able to delegate to others
* Self-motivated, enthusiastic, well organised and energetic
* Demonstrable understanding of the horticulture industry and the challenges/issues facing the people that Perennial helps
* Ideally you will have personal experience of or an interest in gardening/horticulture, however this is not essential

**Circumstances**

* Able to work outside 9-5 hours with a willingness to work flexible hours at busy times, happy to travel staying away overnight when required.