

Marketing Manager

Business Development Team

About Age UK Lancashire

Age UK Lancashire proudly delivers services to over 20,000 older people across Lancashire each year, enabling them to maintain their independence and to enjoy choice and control over their lives.

The Service

This is a very exciting time to join Age UK Lancashire and to play a key role in helping our charity to grow, by developing and delivering our Marketing and Digital Marketing Strategies. You would be joining a small, supportive business development team, managing an existing and well-developed marketing function.

The job, in a nutshell

Responsible for Age UK Lancashire's marketing, digital marketing (including website), communications and public relations. Develop, implement and deliver a comprehensive marketing strategy to:

- Increase the charity's brand recognition, expanding our reach to older people, carers and professionals.
- Engage potential and existing supporters and donors with our fundraising and individual giving.
- Create engaging content to increase uptake and promote our services and campaigns.

What you'll do for us / The Job

Digital Marketing

- Design content for and edit the organisation's website using our bespoke CMS tool and develop it where necessary as an effective marketing tool for the organisation.
- Take responsibility for planning, creating and scheduling social media content on Age UK Lancashire's account using Metricool, on all platforms (Linked In, Facebook, Instagram, etc) and encourage, train and support staff to use social media and share our posts.
- Work with the Business Development and service teams to produce an effective digital newsletter to extend our reach to older people, carers, professionals and donors, sent out via Omnisend



Driving: This role requires you to have a full driving licence and appropriate business insurance.

DBS: This role requires you to have a basic DBS check, and associated costs will be met by the employee.

Our Values

We innovate

We care

We go above & beyond

We take responsibility

We are proud to work here

Marketing Manager

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Storytelling, campaigns and communications

Develop and deliver an annual calendar of campaigns in line with national campaigns and to reflect organisational need, vision and mission.

Work with Services Managers to design compelling marketing campaigns to increase take up of our services.

Develop our range and catalogue of stories and video content to optimise promotion of the impact of the charity and to communicate our case for support.

Design and implement marketing campaigns and communications for fundraising that deliver long-term, sustainable income, increasing donor numbers, levels of regular giving and gifts in wills.

Monitor and report on the effectiveness of marketing campaigns, including digital response rates.

Review and report on insight and marketing intelligence gained via google analytics to apply to campaign planning.

Communicate regularly and effectively with internal and external stakeholders, key audiences and partners.

Marketing Assets

Act as brand guardian for all creative assets, ensuring they are effective and deliver the desired messages.

Produce a range of attractive marketing materials (using Canva) in consultation with service managers to support campaigns and fundraising, including our annual report and impact report.

Provide guidance and support to other departments within Age UK Lancashire to ensure coherent communications that reflect the organisation's brand, mission, vision and values.

Other

Mentor, guide and allocate work to our Marketing & Fundraising Administrator.

Effectively manage the annual marketing budget and undertake budget reconciliation and budget setting with the Finance Department.

Ensure that our marketing is compliant with the highest professional and quality standards, best practice and all relevant codes of practice and legislation, ie Charity Commission, Fundraising Regulator, GDPR, Gambling Commission, Health & Safety, etc. Keep abreast of trends and best practices in marketing.

Uphold and celebrate the charity's values.

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Must have

- ✓ Minimum of 2 years' experience of marketing with a solid knowledge and understanding of both traditional and digital marketing approaches
- ✓ Excellent IT skills and competent at using digital marketing platforms, including Google analytics, Metricool, Omnisend, Canva and CMS, with experience of updating and editing websites
- ✓ Excellent communicator who is adept at driving engagement through social media channels including Facebook, Linked In and Instagram
- ✓ Creative flair and natural storyteller who is passionate about our work with older people and the impact and difference that we make.
- ✓ A self starter, able to work on own initiative and as part of a team
- ✓ Ability to build positive, productive relationships with colleagues, partners and supporters

Great to have

- ✓ A relevant marketing and or digital marketing qualification
- ✓ Managing, setting and reconciling budgets
- ✓ Performance management of staff

Key Relationships

Business Development Team, Service Managers and colleagues

Older people and carers

External suppliers

Other information

This role description is not intended to be exhaustive, but rather to clearly define the fundamental purpose, responsibilities and deliverables for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

To comply in all aspects with Age UK Lancashire's policies and procedures and to participate and contribute to Age UK Lancashire's activities, meetings and training courses as required.

Colleague quote:

Include a quote from a team colleague or the Colleague Survey about working at Age UK Lancashire or about what the service achieves