

## MARKETING MANAGER

**Location: Hackthorpe, nr. Penrith, Cumbria**

**Salary: £37,000 – £43,000 plus benefits package**

**Starting salary is dependent on qualifications and experience**

**37.5 hours per week**

### About us

We are a charity that inspires young people to realise their potential through learning and adventure in the outdoors.

Using learning and adventures in the wild from our six centres across the UK, we partner with schools, colleges and employers to deliver life-enhancing programmes to over 25,000 young people a year, teaching them the most important lesson they could ever learn: *to believe in themselves*.

We also fundraise over £5m a year, so financial need never stands in the way of attendance. We aim to empower all young people to succeed – for themselves, their communities and society.

### Job description

We are looking for an experienced Marketing Manager to join our Marketing and Communications Team based at our Head Office on the edge of the Lake District.

You will lead and develop acquisition and retention marketing strategies for The Outward Bound Trust, drive lead generation and engagement with teachers, employers, and parents, and deliver strong demand and growth for the charity.

You will be joining a creative, supportive, and hardworking team as we start implementing our new five-year strategy, *The Next Horizon*. We have set ourselves the bold ambition of increasing the number of young people we work with annually. Part of this strategy involves revolutionising and diversifying our marketing and communications, so it is a real opportunity to make a significant impact.

### Key responsibilities

- Through understanding and researching the key markets, devise and deliver the marketing and communications strategy to support filling our programmes.
- Implement this strategy by rolling out national and sector-specific campaigns, including email and social campaigns, digital advertising, collateral production, PR activity, and event management.
- Support brand management and rollout of new brand refresh and play a key part in the website's redevelopment.
- Create engaging, dynamic and on-brand content and copy for online and offline communications.
- Collaborate with the wider Marketing and Communications Team to develop a go-to bank of engaging content and stories.
- Use data and digital platforms to improve our marketing effectiveness and reporting and help streamline and automate marketing processes.
- Build and nurture relationships with key internal and external stakeholders across the UK.
- Maintain an understanding of industry trends and make appropriate recommendations.

- Monitor, analyse and communicate results.
- Line management of Marketing Executive.
- Help drive internal communications.

## **Person specification**

### **Essential**

- Ability to work across the marketing mix; experienced in managing and delivering successful effective campaigns and events.
- A solid knowledge of digital marketing and the ability to take an integrated approach to its use, including website content management systems, social media, email, advertising and understanding analytics to improve performance.
- Experience in brand management and creative skills to create inspiring, relevant and bold marketing campaigns.
- Confident in using CRM and marketing automation to deliver marketing goals.
- Highly proactive, organised, enthusiastic and committed to the role.
- Excellent planning and prioritising skills to manage a varied and pressurised workload while focusing on strategic goals.
- Approachable with a 'can-do' attitude and the ability to work effectively and proactively in a team, providing challenge and support to help improve performance.
- Strong written and verbal communication skills.
- Results-driven and open to new approaches and alternative means to achieve objectives.
- Proven experience in managing external creative and digital agencies or in-house equivalents.
- Creative copywriting skills, proofreading and editing to a high standard; an eye for detail is essential.
- Ability to manage, support and challenge key internal and external stakeholders.
- Flexibility and creativity to be able to work across the different sectors within a small team.

### **Desirable**

- CIM Marketing qualification or equivalent experience.
- Expertise in the education and/or outdoor learning sector.
- Experience in using Microsoft Dynamics.

## **Salary and benefits**

Basic starting salary £37,000 – £43,000 per year (dependent on relevant experience) for a 37.5 hour week.

### **Benefits**

- Annual leave of 24 days, plus bank holidays (rising by a day a year to 30 days plus bank holidays).
- Life Assurance: 3 x salary, covered from start date; includes Employee Assistance helpline.
- 8 weeks' sick pay at full salary in any 12 months.
- Long-term Disability Insurance: two-thirds salary less state incapacity benefit after 6 months' absence for up to 5 years, covered from start date.
- Personal Accident Insurance while at work or commuting.
- Cash plan healthcare (currently Medicash) on application after completion of probation.
- Pension Scheme (currently Standard Life): Auto-enrolment after three months.

- Berghaus uniform items provided. Also, the opportunity to purchase Berghaus products at a discount.
- Discounted course fees for family members.
- Cycle to work scheme.

### **Probation period**

There is a 3-month probationary period from your start date.