

## Job description

### Marketing Manager (Maternity Cover)

Reports to: Head of Marketing  
Based at: Coeliac UK Head Office, High Wycombe  
Salary grade table: Specialist (SP3)  
Line management: One direct report (Marketing & Digital Assistant)

The role: This role involves working with the Evidence & Policy and Fundraising teams to develop and manage high-impact marketing campaigns that support the charity's key objectives. Additionally, it includes project managing and editing the charity's flagship publications (Live Well Gluten Free magazine and Crossed Grain newsletter\*), as well as managing content creation across all communication channels

### Key responsibilities

- Working with the Fundraising and Evidence and Policy directorates within the charity to produce powerful and effective marketing tools and campaigns to drive revenue. The range of projects are broad and will require the candidate to have a flexible approach grounded on solid marketing experience. The marketing comms will consist of all aspects including writing copy for emails, social post and website across our broad range of offerings including events, research and food & drink products.
- Monitoring activity and reporting on continued progress against quarterly targets for income and expenditure.
- Working with the Fundraising and Evidence and Policy teams to research and implement new initiatives to generate income.
- Working with the wider charity teams on a variety of projects to help deliver on the objectives and strategic aims of the charity.
- Act as brand guardian to ensure consistency of visual identity and tone of voice across all activations and communications channels.
- Edit and project manage the charity's flagship printed publications Live Well Gluten Free and Crossed Grain newsletter, as well as the monthly email newsletter. Including commissioning and subediting articles, leading Editorial Team across directorates, directing design and managing budget. Create content for all communications channels, including email marketing, social media, website, and other printed comms.
- Provide line management and mentorship for Marketing & Digital Assistant.

### Knowledge, skills and experience

- Drive for results. Strong commercial background
- Ability to build relationships and rapport and highly skilled in account and project management
- Excellent written and verbal communication skills – dynamic writing style
- A confident, motivated and cooperative team player
- Ability to manage workload on own initiative within a team environment
- Attention to detail

- Ability to work on a variety of projects concurrently
- Graduate or with significant experience in a similar role
- Knowledge of the FMCG market, in particular the gluten-free market is desirable
- Experience in promoting events and fundraising principles is desirable
- Strong IT skills essential – Microsoft (Powerpoint, Excel, Word); project management tools, CMS systems desirable

## Competencies

<b>1: General profile</b>
Monitors, co-ordinates and supervises the daily activities of staff in an assigned work area in similar or related disciplines
Experienced. Fully competent in own area. Shares own expertise with others; provides guidance and support to others
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
Builds an environment that supports cooperation and cohesiveness among the direct work team and within other areas in the organisation
<b>2: Technical expertise; building &amp; maintaining</b>
Demonstrates depth/breadth of knowledge/skills in own area; may be acquiring knowledge of other disciplines/areas
<b>2: Technical expertise; applying &amp; anticipating</b>
Applies knowledge/skill through handling complex problems and/or managing work which may extend beyond own area of expertise; shares expertise with teams and other work groups
<b>3: Client/organisation orientation; client response</b>
Understands client needs and identifies solutions to non-standard tasks/queries; actively seeks and closes opportunities
<b>3: Client/organisation orientation; organisation understanding</b>
Decisions impact primarily on own work group/team; may have an impact on department objectives
<b>3: Client/organisation orientation client response; costs</b>
Manages departmental costs
<b>4: Creating &amp; delivering solutions; problem solving</b>
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
<b>4: Creating &amp; delivering solutions; planning &amp; organising</b>
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
<b>5: Working relationship; communicating, negotiating &amp; influencing</b>
Builds an environment that supports cooperation and cohesiveness among the work team and with other areas within the organisation
<b>5: Working relationship; teamwork, coaching &amp; guiding</b>
Oversees the day-to-day activities of work group/team; accountable for work group/team results

**5: Working relationship; networking**

Creates extensive networks internally and externally

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.