

Role Profile

Role Title: Marketing Manager (part time)	Responsible to: Head of Marketing and Events
<p>Purpose of role:</p> <p>This is a key role to market a pioneering workplace accreditation scheme in the veterinary sector. This involves preparing for the successful launch and rollout of the scheme.</p> <p>The role holder will be responsible for branding and marketing the new scheme, securing its aspirational position in the marketplace, creating a healthy pipeline of interest from a range of veterinary workplaces and converting this interest into action based on agreed targets.</p>	
<p>Key responsibilities:</p> <ul style="list-style-type: none"> • Review the competitive landscape for successful workplace accreditation schemes and develop a good grounding in the area. • Position our new workplace accreditation scheme as pioneering and aspirational in the veterinary sector and a key part of the solution to current workforce retention issues in the sector. • Create a strong brand, which is positively embraced by veterinary workplaces. • Develop a timely and effective launch plan. • Keep a consistent look/feel across all marketing collateral, taking a hands-on approach from concept through to execution and evaluation. • Make sure all scheme collateral is engaging, accurate, timely, cost-effective and up to date. • Manage the marketing plan with key milestones and give regular progress reports to the Project Board. • Work closely with the Accreditation Manager and the Project Board, comprising senior internal and external stakeholders. • Carry out any other duties commensurate with the post, as agreed with the Head of Marketing and Events. 	
<p>People:</p> <p>Developing and maintaining close relationships with colleagues, consulting with them where necessary.</p> <p>Managing external suppliers including designers, printers and mailing houses from brief to budget.</p> <p>Working with Project Board members to inform branding and marketing strategy and execution.</p> <p>No direct people management.</p>	
<p>Financial resources:</p> <p>Managing invoices, individual budgets and flagging any discrepancies to the Head of Marketing and Events.</p> <p>Taking steps to control costs and secure best value from suppliers.</p>	
<p>Knowledge, skills and expertise:</p>	

Essential

- A fully qualified marketing professional (either CIM, IDM or equivalent)
- Experience of multi-channel campaigns and successful launches
- A team player with excellent interpersonal skills
- Strong organisational skills, including the ability to manage competing priorities and work to tight deadlines
- Excellent written and oral communication skills
- Confident creating marketing collateral from start to finish, including developing briefs, copywriting, editing and managing the production and/or publishing process.
- Proficient in MS Office Word, Excel, PowerPoint, Teams, Zoom, CRM systems (Dynamics preferred), email systems (DotDigital preferable) and website CMS (Umbraco preferred) and open to learning new packages as and when required.
- Supplier management and negotiation
- Budget management.

Desirable

- Educated to degree level or equivalent
- Marketing experience of working in professional sectors e.g. veterinary, medical, dental, teaching, law etc.

Additional information:

This is a part-time role.

May involve some travel and overnight stays from time-to-time.