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| JOB TITLE: | Marketing Manager |
| HOURS: | 37.5 hours per week |
| PAY BANDING: | |
| TERMS: | Permanent |
| REPORTING TO: | Commercial Director |
| RESPONSIBLE FOR: | 2 x Full- time Marketing Co-ordinators |

ROLE PURPOSE

The role will focus on primarily supporting the strategic objectives around raising the profile for Millennium Point Trust (MPT), Millennium Point Property Ltd (MPPL) and the Millennium Point building – ensuring that our stories are told with maximum impact in order to influence a range of diverse audiences.

This role will play an active part in furthering corporate communications, branding, marketing and digital (across multiple channels, audiences and stakeholders - requiring a range of desired responses) for MPT (impact of our work, attracting partners and opportunities, seeking funding and sponsorship), MPPL (an ambitious property company and events business), and the building (an important and iconic multi-purpose destination).

The post holder will work across our multiple agendas. They will also be passionate about technology, education and engagement, the city and the role Millennium Point plays in its cultural and economic landscape and the Trust in reinvestment into the regional STEM agenda.

Throughout this role, the post holder will utilise best practices in digital, branding, communications and marketing and will support the Commercial Director in ensuring we are compliant with the GDPR and other codes of conduct.

KEY RESPONSIBILITIES

BRAND

- Play a lead role as ‘brand champion’ – monitoring the use of the brand and key messages across a range of internal and external communications

STRATEGIC

- Lead on the creation of an annual marketing and communications plan, and the subsequent management of projects and activities allocated within it
- Support the research or marketing requirements for specific MPPL and MPT projects within and outside the building
- Devise marketing related activity that will contribute to the achievement of MPT income targets
- Working alongside the Commercial Director, take a lead in the design, planning, implementation and tracking effectiveness of a range of campaigns and strategic messaging
- Support the Commercial Director in identifying and pursuing opportunities that support the organisational objectives

COMMUNICATIONS

- Lead on the creation and implementation of ongoing MPT and MPPL stakeholder communication and engagement (especially around profile raising, two- way dialogue with audiences, lead generation and stakeholder management)
- With input from the Commercial Director, co-ordinate the creation and release of regular internal communications (including board, team and contractors)
- Lead the building and maintenance of corporate contact lists and CRM databases
- Ensure all communications have a consistent tone of voice, are targeted and possess clearly defined outcome goals
- Manage SLAs with external agencies and suppliers (PR, Media Planning, Designers, Digital) to brief in projects and monitor performance
- Act as a key voice for the organisation with press and media as required

GDPR

- The post-holder will be responsible for ensuring all Marketing activities are GDPR compliant as governed by the GDPR.

REPORTING

- Monitor outputs of any funded or sponsored activities and draft reports
- Lead on reporting and metric monitoring for the team

FINANCIAL

- Track the Marketing Budget against spend
- Deputise for the Commercial Director in the management and authorisation of purchase orders up to the agreed limits set by the Finance Director and the Finance Regulations. Ensure compliance with all Finance Regulations and processes at all times.
- Ensure the budget is reviewed on a monthly basis with the Commercial Director and the Finance department.

DONATIONS

- Maintain a database of prospects and opportunities (including donations and foundations, public funding or corporate sponsorship)
- Assist with the administration of the MPT donation process
- Assist with the writing of applications by writing copy and evidence
- Develop and keep up to date a range of material in respect of MPT (case for support)
- Make recommendations and proposals around individual giving

OTHER

- Liaise with other departments and agencies to ensure that statutory obligations around branding, data protection etc. are met.
- Provide support to the Commercial Director in respect of wider organisational activities and engagement

| | ESSENTIAL | DESIRABLE |
|--------------------|---|---|
| QUALIFICATIONS | <ul style="list-style-type: none"> → Educated to degree level → Exemplary standard of written English | <ul style="list-style-type: none"> → Degree or equivalent in a relevant discipline (Marketing, Digital, fundraising, business) → Membership/qualifications with Institute of Fundraising, Chartered Institute of Public Relations, Chartered Institute of Marketing (or similar) |
| EXPERIENCE | <ul style="list-style-type: none"> → Experience of working within a commercial / events selling environment or mixed economy business. B2B experience essential. → Communicating, promoting or selling (concepts, activities, propositions) to a varied offer to a number of diverse audiences across a range of channels / platforms → experience of supporting or developing fundraising prospects and drafting / writing proposals or applications → Producing a wide range of communications materials across print and digital mediums → Updating websites using bespoke content management systems, coupled with a working knowledge of digital communications solutions → Creating key messages for and scheduling social media content → Analysing trends and performance across social media platforms → Audience development – building new audiences and creatively engaging with them → Proven ability of writing engaging copy on a variety of subjects → Managing and developing a small team | <ul style="list-style-type: none"> → Experience of working within a multipurpose venue. → Experience of working within B2C. → Experience or working within the science, technology sector or within the S.T.E.A.M (science, technology, engineering, arts, mathematic) agenda. |
| KNOWLEDGE & SKILLS | <ul style="list-style-type: none"> → Demonstrate flawless attention to detail → Ability to think creatively and help inform strategy and planning → Excellent knowledge of digital applications and the subsequent analytics tools → Excellent awareness of fundraising / sponsorship landscapes and aligning these opportunities to organisational needs | <ul style="list-style-type: none"> → Proficient in the use of design software packages – such as In Design, Photoshop – to develop in-house marketing and communications materials → Photograph qualifications/skills |

| COMPETENCY | | REQUIRED BEHAVIOUR |
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| LEADERSHIP | | |
| STRATEGIC VISION | | <ul style="list-style-type: none"> • Knowledgeable of Millennium Point vision, strategy, and direction across all areas and ability to relate this to own portfolio of activities |
| LEADING & INFLUENCING | | <ul style="list-style-type: none"> • Inspires staff and business contacts to engage fully with the long-term vision and purpose of Millennium Point • Actively promotes Millennium Point’s reputation externally and internally – publicises successes widely |
| CONTEXTUAL ASUTENESS | | <ul style="list-style-type: none"> • Understands the underlying social, political and historical factors influencing Millennium Point and uses this understanding to achieve required aims. • Knows who the key influencers are and how to go about involving them to shape activities and deliver results across the organisation. • Understands the formal and informal mechanisms and relationships that make up the decision making process of the organisation. • Identifies the relevant interest groups, networks and groupings |
| MANAGEMENT | | |
| DELIVERING RESULTS | | <ul style="list-style-type: none"> • Develops contingency plans to address unexpected developments – adjusts quickly when things change and takes prompt corrective action when things begin to divert from plan • Consistently delivers on time and to standard |
| MANAGING PERFORMANCE | | <ul style="list-style-type: none"> • Regarded by others as an effective role model for performance, continuous learning and self-development. |
| PERSONAL DELIVERY | | |
| COMMUNICATION | | <ul style="list-style-type: none"> • Consistently communicates effectively with individuals at all levels from both within and outside of Millennium Point • Communicates with confidence, credibility, and tact at all times |
| RELATIONSHIPS | | <ul style="list-style-type: none"> • Encourages inter and intra-organisational collaboration • Builds and maintains effective relationships to optimise success • Actively promotes knowledge sharing across the organisation |
| CUSTOMER FOCUS | | <ul style="list-style-type: none"> • Displays a strong commitment to making service performance improvements • High-level awareness of the needs of internal and external customers • Outstanding internal and external customer service skills |
| DECISION MAKING | | <ul style="list-style-type: none"> • Handles complexity and identifies the heart of problems to create clarity and act decisively • Combines a range of business information to identify key issues and risks • Recognises when decisions can be taken and when they need to be deferred to a higher level |
| SELF-MANAGEMENT | | |
| SELF-AWARENESS | | <ul style="list-style-type: none"> • Understands the likely implications and impact of emotions and actions, both on self and others in a range of situations. • Is aware of own personal strengths and development needs • Learns from experiences and takes action to modify own behaviour • Accepts constructive criticism • Is open to change |

SELF-CONFIDENCE

- Acts with confidence and self-assurance
- Takes on stretching challenges that others may back away from
- Prepared to challenge the status quo and others in positions of power in pursuit of a specific goal

INTEGRITY

- Demonstrates a sense of commitment to openness, honesty, inclusiveness, loyalty and high standards
- Ensures confidentiality is maintained at all times

ADAPTABILITY / FLEXIBILITY

- Actively seeks out new ways of doing things in pursuit of continuous improvement
- Embraces and promotes new approaches when appropriate
- Shows willingness to lead and implement change as the organisation evolves
- Shows tolerance for ambiguity and unstructured situations
- Changes plans, goals, actions and priorities to deal with unpredictable or unexpected events, pressures, situations and job demands

SELF-CONTROL

- Manages own responses and reactions carefully when faced with demanding situations.
- Remains objective and stable