

Job Description

Role Title:	Marketing Manager (Member Communications & Events)
Reporting to:	Head of Marketing and Communications
Direct Reports:	N/A
Salary:	£43-45K
Contract:	Permanent, Full Time
Hours:	35 hours per week, Monday – Friday, 7 hours per day, between the hours of 8am and 6pm (1-hour unpaid lunch)
FTE:	1.0 FTE
Place of Work:	Silsden / Hybrid with a minimum of 2 days in the office (as agreed with manager)
Benefits:	25 days holiday, plus bank holidays, Company Pension

Ecology's Purpose

In a world that doesn't add up, daring to be different is our calling, lending our power so everyone's story gets a chance to thrive.

Role Purpose

The **Marketing Manager (Member Communications and Events)** will be responsible for engaging with our existing Members, driving loyalty and advocacy through developing and delivering communications and events that inform, engage and inspire - and bring our Purpose to life.

The role will include developing a member communication plan, setting and organising our programme of Member Meet-ups and working with the Marketing team to support the achievement of our business goals.

Main Duties & Areas of Responsibility

Examples of duties include, but are not exclusive to;

- Be the Function's representative for projects that require Member communications.
- Organise the annual Member Meet-up calendar of events and deliver these to budget and timescales.
- Identify opportunities to engage our Members with our Purpose, driving loyalty and advocacy by showing them how their support helps us to make a positive difference.
- Develop key Member communication touch points throughout the Member journey to promote our products and services, drive awareness of what we're doing and support the overall Marketing plan.
- Manage the Member Satisfaction Surveys, sharing results and managing the action plan.

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- Look for opportunities to introduce Member loyalty initiatives, including affiliate marketing partners to drive loyalty.
- Be on point for reviewing and updating key Member communications and prompts, working with our Operational team to ensure these are effective and promote the right processes.
- Write Member Case Studies and work with the Operations team to identify and build a pipeline of these from new customers.
- Be able to flex to support other team members in a small but busy marketing and communications function by taking on tasks and activities outside of the core role as required.
- Manage third party agencies and budgets as required.
- Support the successful implementation of our first-ever CRM system.
- Ensure all financial promotions meet regulatory requirements under: Consumer Duty, BCOBs, MCOBs and non-real time financial promotions.
- New customer acquisition activities, supported by the rest of the marketing team.
- Generate a results dashboard to show your contribution, which in turn will support our overall business goals and increase our positive impact.

Skills and Experience

Essential:

- The experience and enthusiasm to make the role a resounding success. An all-round marketing and communications professional.
- Experience in planning and running events
- Creative thinker. Outstanding copywriter. Brilliant proofreader. Marketeer.
- Team player. Flexible. Able to change priorities quickly.
- Analytical skills to provide reports and recommendations.
- Exceptional Communication skills, both verbal and written.
- High level of attention to detail and accuracy to drive a 'right first time, every time' approach
- Exceptional organisational skills.
- Proficiency in IT, including good knowledge of Microsoft, including Word and Excel
- Ability to use initiative to find solutions to problems.

Desirable:

- Sustainability experience.
- Previous experience of working in Financial Services.
- Knowledge of CRM systems.
- Some knowledge of digital marketing techniques and analysis.

Other

- You have a legal duty to take reasonable care of your own health and safety and that of others and you are expected to be familiar with, and adhere to Ecology’s Health and Safety Policy
- Ensure your work, communication and approach conforms to the values and behaviours of the Society.
- Keep up to date, and comply with Ecology’s rules, Policies and Procedures as detailed in the staff handbook.
- Undertake any reasonable duties requested by management.
- This role has a six-month probation period.

Values	Behaviours
Fairness: Treating everyone individually and with respect	Respect: Due regard, care and consideration for colleagues, members, community, and the environment.
	Shared Purpose: A core purpose shared across the Society.
Openness: Receptiveness to each other’s views and opinions	Honestly: Speaking and acting truthfully and ethically.
	Openness (Receptiveness): Open to internal challenge and external review and to sharing ideas and good practice.
Responsibility: Doing what we say we’ll do. Making pragmatic decisions staying true to our values	Accountability: Willing to accept responsibility. Challenges inappropriate behaviour.
	Reliability: Consistently meeting external and internal commitments. Simply doing what we say we will do.
Co-operation: Working together, receptive to the knowledge and opinions of others	Competence: Knowledge and skill to do the job well. Keen to continually learn new skills and improve role-specific knowledge.
	Team Working: Collaboration and consideration for immediate and wider teams.
Activism: Empowering colleagues to be advocates for change	Responsiveness: Ability to adapt and innovate. Improvements made from lessons learnt. Allowing individuals to exercise appropriate autonomy and to deploy judgement they have developed.
	Resilience: Capacity to recover quickly from difficulties and shocks.

Acceptance

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Print Name: _____

Signature: _____

Date: _____