**ROLE TITLE:** Marketing Manager

**Reports to**: Head of Marketing & External Communications

**Direct reports including contractors**: None.

**Budget**: TBC.

**Key stakeholders and relationships**:

* External: Strategic customers, members, business networks and trade associations relevant to the strategic area of focus. Marketing contacts of strategic customers and members.
* Internal: Senior Leadership Team (SLT), Brand & Internal Communications, Strategic Account Management, External Affairs, Customer Portfolio, and Engineering business units.

**ROLE PURPOSE:**

The Marketing Manager is accountable for taking the high-level business strategy of the NCC, identifying, developing, executing and evaluating campaigns and plans that drive business growth and position National Composites Centre as a world leading R&D facility.

As part of the Chief Business Officer’s business unit, the post holder will pay a key role in working with the Strategic Account Management and Portfolio Management teams to successfully identify, develop, and execute marketing campaigns and activities that drive growth across the business’s areas of strategic priority.

**MAIN ACTIVITIES**:

Strategy, Planning & Campaigns

* Proactively translate allocated NCC high level strategic objectives into marketing and communications campaigns that drive business growth.
* Act as a Marketing Business Partner to members of the NCC’s leadership community and their teams within a specified area of responsibility; providing advice on strategy and tactics to enhance our reputation, drive and grow the customer pipeline.
* Develop and execute integrated, high impact campaign plans (strategic and operational) in conjunction with Strategic Account Management, Strategic/Customer Portfolio Management teams that market NCC services, strengths and expertise in technology, skills, and supply chain transformation to strategic customer accounts, partners and prospects, driving brand awareness and growth.
* Maintain and evolve allocated marketing & communications activity grids detailing events, exhibitions, campaigns, speaking opportunities, collateral, content, demonstrators, etc. liaising with teams and individuals to ensure accuracy, impact, and successful delivery.
* Monitor, measure and report on the ROI and effectiveness of campaigns. Collection and use of data/analytics and industry metrics from channels, and tactics to inform new campaigns and the evaluation of existing campaigns.

Channels, Tactics & Content

* Create engaging written and visual content across a range of mediums and channels including but not limited to film, case studies, press releases, social media, infographics, thought leadership, print, exhibits, demonstrators.
* Create a regular drumbeat of engaging, impactful content as part of campaign and operational activity, utilising web site, social media, and external/referral channels.
* Take a proactive approach to content generation, forecasting upcoming events and announcements and identifying relevant activity. Mining stories and narratives from Strategic Account Management, Sector, Engineering, and Skills teams.
* Responsibility for creating and updating new and existing web content and brochureware (copy and visuals) that is accurate, impactful, engaging, and on message.

Events, Exhibitions & Speaking Engagements

* Identify and secure relevant events, speaking opportunities and exhibitions at the right level in conjunction with Strategic Account Management, working closely with the Events Manager to ensure successful planning, delivery, and impact.
* Working with the External Affairs, Strategic Account Management teams and Events Manager to deliver customer, sector, governmental and inward investment visits.
* Creation of marketing and communications content for events, exhibitions and speaking opportunities distributed across website, social media channels, and at physical event locations.

This Job Description is not an exclusive or exhaustive list of all activities that an individual in this position may be asked to perform. You may be required to undertake other responsibilities or activities, as requested by your line manager, to support your team or wider NCC activities.

**PERSON SPECIFICATION**

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| --- | --- |
| Essential | Desirable |
| Qualifications/Experience* CIM equivalent level 6 qualification or relevant degree with proven recent CPD
* Able to demonstrate professional knowledge and understanding of campaign management and content generation and to give advice and guidance to internal and external customers at a senior level
* Ability to create high quality, creative content including copywriting, editing and proof reading skills
* Experience of briefing and managing creative agencies, particularly design, content, video, animation and social media
* Proven experience of social media and digital marketing techniques
* Experience of using metrics to measure effectiveness of communications
* Ability to produce and evaluate targeted marketing plans and campaigns
* Proven experience in using web site content management systems
 | Qualifications/Experience* Marketing experience gained in a science/technology/ R&D organisation
* Postgraduate qualification
* Membership of a professional body
* Ability to create and edit films
* Experience of using online graphic design tools such as Canva, Adobe Creative Suite
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| Behavioural Competencies* Ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people
* Evidence of ability to explore customers’ needs and adapt the service accordingly to ensure a quality service is delivered
* Ability to build working relationships with a wide range of stakeholders including at a senior management level
* Ability to work independently with a ‘can-do’ attitude, planning and setting priorities for own work and that of others and monitoring progress.
* A desire to undertake continued professional development
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