

MARKETING MANAGER, PROGRAMMES

Creative UK is the independent network for the UK Creative Industries, and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

The Marketing Manager, Programmes role sits within our Customer Marketing Team. This role will take ownership of the marketing strategy for our growth programmes, shaping and leading the marketing campaigns to drive awareness, engagement and signups that will support meeting our programme objectives. Working with the programme managers you will take ownership of the marketing plans for this area of the business, shaping and leading marketing campaigns which promote and raise awareness across related products and our programme offer as a whole.

You will work in collaboration with the Brand Marketing Team to ensure brand consistency and have the opportunity to develop relationships with some of the most influential organisations and individuals working across the UK's arts and creative sector

LOCATION: Flexible hybrid working*, workspaces available in Central London, Manchester or Bristol *min 2 days per week working from office

SALARY: up to £35,000 dependent on experience + 5% pension + benefits

CONTRACT: Full time, Permanent

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by 2nd October midday. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place by video conference w/c 16th October 2023, immediate appointment preferred.

** Video link optional. Creative UK is an inclusive recruiter and happy to make adjustments to our selection process by request*

REPORT TO: Director of Marketing & Communications

CORE ACCOUNTABILITIES

- Developing and leading on the marketing and communications strategy for Programmes and Filming in England
- Delivery of the marketing & communications plans for Programmes and Filming in England

KEY RESPONSIBILITIES

Working with the Programme team to develop and lead on the marketing and communications strategy for Creative UK's programme offering, aligning with the overall company growth strategy ensuring consistency and efficiencies across all programmes to enable us to deliver a high-quality product.

Supporting the Programmes team to develop and manage the programme product offering in each region, aligning with the CUK brand, position and voice. To include;

Working with the Programmes team to develop an appropriate product offering that supports the delivery of each programme's contractual requirements

Ensuring that marketing support for each programme reflects the overall Creative UK brand.

Developing marketing & communications processes that will support efficiencies and improvements within and between programmes

Ensuring that the programme offering has a clearly defined and distinct value proposition that positions it appropriately in the market.

Ensure an appropriate website user experience for programme participants through their participation in the programme – including sign up and engagement

Develop and deliver the marketing & communications plan for each programme offering that will drive acquisition, conversion and engagement., specifically;

Ensure a regular programme of events, newsletters, social media, and digital comms is planned and delivered.

Develop and deliver a programme of campaign activity that will provide a pipeline of prospects in line with each programme objective

With the Events Team, plan and manage a programme of engagement events across the year

Ensure branding, messaging and design meets Creative UK and partner requirements

Support the delivery of the annual Big Creative Summit

Manage and allocate marketing budgets within each Programme in line with the agreed marketing plans

Measure and report performance of all marcomms activity on a regular basis, against agreed KPI's

Working with the Brand Marketing team, oversee the content plan for each programme, including developing, drafting, commissioning authored blog pieces, asset development, and interviews, ensuring consistent brand tone of voice.

To work with the Programme team to specify and manage the website user journey and experience for all programme participants, maximising the value from Creative UK's marketing tech stack incl use of Hubspot

Deliver market insight and analysis including the development of surveys to analyse programme participant satisfaction

Working with the Brand Marketing Team to ensure that the website is fit for purpose in supporting the lead generation process – including content, user journey, UX, SEO and data analytics, incl

Providing regular reporting around web analytics and user journeys

Provide shared support services during key moments for the Customer and Brand Marketing teams.

All staff must share our commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

Ensure Creative UK meets its statutory comms requirements in relation GDPR and Freedom of Information.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

Required Experience, Knowledge and Skills:

- Demonstratable experience working in a similar role,
- Good understanding of marketing strategy principles and demonstrable experience in planning and delivering successful marketing strategies
- A strong record of planning and delivering successful, creative marketing campaigns.
- Strong knowledge of CRM, website, and marketing analytics tools
- Strong copywriting and creative writing skills
- Strong analytical skills and data-driven thinking
- Understanding of brand identity, tone, audience, objectives, and designing content that fits
- Strong IT skills, including design packages.
- Demonstrable social media, SEO literacy and activation skills
- Highly personable with the ability to engage with people at all levels.

OUR VALUES

All our employees will be expected to demonstrate behaviours associated with our company values. Our values drive the way we work; how we do things is just as important as what we do.

- ✓ We join the dots; collaboration is in our DNA
- ✓ We support and empower; we are here to make a difference
- ✓ We are curious, open & honest
- ✓ We celebrate difference & value equality of opportunity

OUR PEOPLE PERKS

- Flexible hybrid working
- Pension enrolment from 3 months service
- Cycle 2 Work scheme, in partnership with Halfords
- Benefits hub, discounts across a broad range of partners
- Employee Assistance Programme, Health Assured
- Mental Health Guardians
- Summer Fridays, finish at 3pm every Friday throughout July & August
- Your birthday off as paid leave
- Extra days off over the annual festive period
- 2 paid volunteer days per year to give something back to the community

Diversity Changes Everything: We value difference and celebrate the creativity that it brings. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities and talents.