



Role Description:	Assistant Marketing Manager (F/T 12 months fixed term)
Salary:	£25,000 - £27,000 + pension & benefits
Reports To:	Chief Executive Officer
Place of Work:	Manchester City Centre
Overall Responsibilities	Responsible for the effective planning and delivery of the marketing plans and sponsorship implementation as outlined by the strategy developed with the Chief Executive.

Background:

Manchester Pride is the LGBT+ campaigning charity whose principal activities support LGBT+ people and allies in Greater Manchester, and beyond. Our work aims to challenge discrimination faced by LGBT+ people in all of its guises.

We stage a number of events throughout the year to raise funds for our causes, including our flagship event and Manchester's Annual LGBT celebration; Manchester Pride Festival. We also support a range of charities and organisations, large and small, in delivering projects which directly impact on the lives of LGBT+ people.

We are currently looking for a dynamic, creative, highly driven and ambitious **Assistant Marketing Manager** who fully understands the nature of our work and wants to join a passionate team on our journey to sustain the performance of a successful charity. The role is based at our City Centre office.

The successful candidate will have experience planning and managing large scale campaigns, promotions and event activations working across the full marketing mix.

Specific Responsibilities

- Lead on the creation and implementation of key marketing and communications plans aligned with the aims, objectives and mission for the charity
- Implement campaign activity, promotions and activations to support a growing event and initiative portfolio
- Work closely with the events team to understand the nature of our event marketing requirements
- Work with external agencies to ensure the timely delivery of targeted campaigns within budget
- Assist with the management of Media, Marketing/PR and Commercial relationships and work closely with partners to understand their business needs and objectives
- Oversee the management of the website and all social media channels
- Manage budgets for all marketing and communications activity
- Act as the data champion for the charity
- Prepare plans & evaluations from audience research
- Compile monthly reports to monitor the effectiveness of marketing campaigns

- Produce content for and manage direct external communications
- Manage the design and production of all merchandise, collateral, corporate stationary and promotional materials

The above list of duties is indicative only and not exhaustive. The successful candidate will be expected to perform all such additional duties as are reasonably commensurate with the role.

Please take note that due to the nature of our work, the flexibility to work outside normal office hours will be required.

Skills, Experience and Qualifications

Essential

- A minimum of two years demonstrable experience in a similar role
- Thorough understanding of the marketing mix
- Ability to work to strict deadlines, prioritise tasks and manage demanding workloads
- Capacity to work on multiple projects simultaneously
- Exceptional communication and interpersonal skills
- Excellent written communication skills for producing high quality content
- Creative skills for contributing to new and innovative ideas
- Attention to detail and accuracy
- Highly organised with a positive and proactive approach to work
- Excellent reporting and presentation skills
- Excellent time management
- Proficient in IT with comprehensive knowledge of existing and emerging social media platforms
- Understanding of the core aims and objectives of Manchester Pride
- Flexibility and commitment

Desirable

- Educated to degree level or similar
- Qualification in marketing or related field
- Knowledge and experience of working within the events / entertainment sectors
- Understanding of commercial partnerships and co-promotional activations
- Full UK Driving licence

General - All staff are required to:

- Familiarise themselves with the organisation's policies and procedures held on the HR system accessible by all staff at any time;
- Uphold the Equal Opportunities, Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the organisation;
- Act at all times within the organisation's rules, policies, procedures and any other statutory requirements;
- Be proactive, bring ideas, suggestions and contribute to business improvement.
- Undertake training as required;
- Attend staff and team meetings as required;
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues, customers and visitors;

- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skills level to respond to changing priorities and make sure that customer needs and business objectives are met.

Interested candidates should apply by sending a full, current CV and covering letter outlining why they are right for this position and what they perceive to be the biggest marketing challenge for the charity by email to Wade Betts, wade@manchesterpride.com . Please also complete and attach the equal opportunities monitoring form.

Deadline for application: 30th June 2019.