



Job Description and Person Specification

Job Title:	Assistant Marketing Manager
Responsible to:	Marketing Manager
Hours of work:	Full Time 35 hours per week
Salary:	£22,000 to £26,000 per annum
Other terms:	30 days holiday a year plus bank holidays and up to 3 extra days off at Christmas, 7.5% employer contribution to pension scheme.

About Forever Manchester

Forever Manchester is the only charity that raises money to fund and support community activity across Greater Manchester. We believe that connected communities make stronger, happier communities, so we love any activity that brings people together.

In every neighbourhood across Greater Manchester there are thousands of people involved in community activity. In fact, at any given time there are an unbelievable 20,000 local grassroots projects of varying sizes and interests taking place. These activities are the lifeblood of our neighbourhoods, they are happening right now on our doorsteps, and they are being run by people who give up their precious time to make our communities happier and safer places to be.

Forever Manchester has delivered over £39 million worth of community funding across Greater Manchester over the last 30 years, benefiting 1.1 million people. All the money raised for Forever Manchester is used to fund and support over 1,000 community projects in Greater Manchester each year.

We believe that everybody should have the opportunity to be happy and we'd love you to become part of this growing movement of local people that care enough to act.

Overview of the Role

The **Assistant Marketing Manager** is responsible for implementing Forever Manchester's Marketing, Brand and Communications Strategy, and is responsible for the content marketing and management of Forever Manchester's communication channels.

Main Tasks

- Implement marketing activities to fulfil the charity's marketing objectives as directed by the Marketing Manager within agreed timescales and budget.
- Effective content marketing focused on creating and distributing valuable, relevant and consistent content to raise money and increase brand awareness, engagement and recognition for the charity to attract and retain existing and potential supporters.
- Management of Forever Manchester's communication channels in line with the digital strategy.
 - Websites
 - Social Media channels
 - Email Marketing platform
- Plan, execute and measure digital advertising campaigns.
- Work closely with people from other parts of the organisation and volunteers to deliver effective marketing activities.
- Work closely with 3rd party design/PR/Brand agencies that support the execution of marketing activities.
- Develop relationships with potential and new customers, influencers and media to raise the charity's profile.
- Play a key role at Forever Manchester events; responsible for sourcing and booking venues, identify the appropriate human resource required and liaise with third party suppliers. Responsible for content marketing for and at the events.
- Analyse and evaluate the effectiveness of all marketing activities and provide comprehensive reports.
- Represent the charity at events.
- Deputise for the Marketing Manager as and when required.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform.

Knowledge, Skills and Experience

Essential

- A minimum of 5 years previous experience in a digital Marketing role.
- Sound understanding of marketing principles.
- Proven experience of running integrated online marketing campaigns.
- Experience of website content marketing.
- Experience of using social media in a business environment.
- Experience of email marketing.
- Experience of analysing and evaluating the effectiveness of marketing campaigns.
- Excellent copywriting/written communications skills with superb attention to detail.
- Ability to communicate effectively and build strong relationships with a wide range of people.
- Ability to work independently and in teams demonstrating a strong work ethic and integrity.
- Proven ability to multi-task and work on own initiative, accurately and under pressure.
- A competent level of IT literacy including MS Office and basic design.
- An understanding of General Data Protection Regulation.

Desirable

- Educated to degree level with a Marketing qualification.
- Familiar with using E-Commerce platforms, ideally Shopify.
- Experience of using event-based ticketing and fundraising platforms.
- Full driving licence.

Personal Qualities

- An approachable and warm manner together with a supportive and professional attitude.
- Enthusiastic, flexible and the ability to cope well under pressure and to deadlines.
- Positive, resilient and supportive of others.
- Flexible and a practical, 'can do' attitude.
- Ability to make consistent decisions, maturity and strength of character.
- Willingness to innovate with the ability to generate new ideas and bring them to fruition.
- Commitment to equal opportunities and ability to exercise this in practice.
- Flexibility around working hours – occasional evening and weekend work may be required.
- Demonstrate commitment to own personal and/or professional development.
- Commitment to Forever Manchester's behaviours.

Forever Manchester – Our Behaviours

Flexibility

Having flexibility means you are willing to adapt your thinking and behaviour to suit different situations. You see the value of alternative views to issues and are enthusiastic and supportive of change. This includes being able to change your plans quickly in order to react to changing circumstances.

Initiative

Initiative means you are able to anticipate situations and problems, finding appropriate solutions and grasping opportunities. You are able to take appropriate action that potentially adds significant value to Forever Manchester and represents your contribution distinctly.

Passion

Having passion means believing in the organisation and contributing to its' success by setting yourself high standards to work to and striving to exceed your performance objectives in order to achieve quality and excellence in all aspects of your work. Your focus is on getting work right first time, continually checking for accuracy and demonstrating a willingness to tie up loose ends so a task is fully completed.

Sense of Humour

Forever Manchester strives to be a place where people are happy and have FUN! Having a sense of humour supports this ethos and encourages all staff to enjoy their work in a positive and playful manner.

Team Working

A good team player fits in with the team, developing effective and supportive relationships with their colleagues by showing them consideration and creating a sense of team spirit.

Enthusiasm

Having enthusiasm means that you have a positive approach to the work that you do. You are keen to deliver quality work and always undertake your tasks with drive and commitment.