

Marketing Communications Manager - Job Description

Reports to: Chief Business Development Officer

Salary: F (£35,502 - £39,313)

An overview of the role

The purpose of this role is to bolster the Marketing Team by shaping and executing the marketing and communications strategy and supporting the team by being a direct line manager. The candidate will have an opportunity to support the growth of a growing not-for-profit organisation whose mission is to improve the financial wellbeing of the UK police family. This role is ideal for someone who is dynamic, creative, strategic, organised, ambitious, thrives in a dynamic environment and is a people-person. This role sits within the marketing team and alongside the business development team which together have a large contribution towards the growth and branding of No1 CopperPot Credit Union.

Preferred experience

- Bachelor's degree in marketing, communications, or related field.
- Proven experience in marketing communications roles (ideally a minimum of 3 years).
- Strong project management and organisational skills.
- Excellent written and verbal communication skills.
- Proficiency in using GA4, PPC and SEO would be desirable.
- Experience working within financial services or with the police would be beneficial, but not required.

Key responsibilities

- To develop and execute the marketing plan to reach strategic organisational goals with the marketing budget that you will be responsible for. You will be required to utilise data and analytics to ensure the marketing budget is spent efficiently, undertaking post-campaign analysis to gain insights for optimisation and understanding the results of the marketing plan.
- Managing the marketing team which includes being responsible for personal development plans, recruitment, forward planning and day-to-day management of tasks and responsibilities.
- Effective content marketing and communications planning and management for the whole marketing team, ensuring key strategic goals and deadlines are met. Being forward-thinking and organised is a must.
- Excellent communication skills which are transferable across all mediums including verbal, social media, emails, brochures, literature, reports, and other marketing materials. You will be responsible for supporting the internal HR function by planning and creating internal communications.
- Brand management including proof-reading and checking all marketing communications created by the marketing team. You will work closely with the compliance department to ensure all marketing material is on-brand, compliant and effective.
- Stakeholder engagement working with external advertising partners to secure marketing opportunities and be aware of opportunities to the target market. You will liaise regularly with magazine publishers, Police Federation offices and website managers to ensure No1 CopperPot has a presence across a

range of platforms and mediums.

- Website and app management, including keeping both platforms up to date with relevant information, campaigns, marketing, and seeking opportunities to enhance the UX where possible.
- Build member retention by using a variety of platforms to build loyalty and ensure No1 CopperPot is first thought for financial products.
- Competitive analysis, ensuring an awareness of competitors' products and marketing campaigns to identify opportunities for No1 CopperPot and areas of improvement.
- Managing digital marketing including understanding and utilising Google Analytics, external digital campaigns, social media advertising, SEO, email marketing and digital development projects undertaken by external agencies. You will also manage No1 CopperPot's LinkedIn, Facebook, and X page, creating a content management plan with the Marketing Team, and ensuring compliance, engagement, and growth across all platforms.

Knowledge and skills

Management

You will need to manage a Marketing Team, providing regular feedback, helping with development, and training, be involved with recruitment when needed, and ensuring that collectively the marketing plan is completed to a high standard.

Self-starter

You will be required to take initiative in meeting the strategic goals of No1 CopperPot and involve your team along the way. You will be an integral part of the marketing department helping with the exciting growth plans for the business and be expected to drive projects independently.

Multi-tasker

You will be expected to effectively manage many different tasks, projects, and people simultaneously.

Focussed on results

You will be expected to monitor the results of marketing campaigns to analyse effectiveness and optimise future campaigns as a result. You will be utilising the marketing budget to get the best results possible using the resources you have; therefore, data will be integral in understanding outcomes.

Communication

You must have excellent written and verbal communication skills across all mediums, being aware of your target audience and being able to tailor your communications accordingly.

Strategic and forward thinking

You must be able to understand the strategies of the business and create plans accordingly to achieve them. You must be able to anticipate trends and proactively adapt strategies when necessary.