

Job title: Marketing Manager

Job family: Engagement, Learning and Entertainment

Job ref: xxx

Job family definition

Roles within the Engagement, Learning and Entertainment job family focus upon the Eden experience, providing activities, learning programmes, encounters and events, which engage, inspire and entertain, thus enhancing individuals understanding, experience, skills and enjoyment.

Role purpose

Eden Project Communities has UK wide reach and delivers initiatives that encourage public engagement and participation in positive action and create real social capital on a mass scale. The post holder will be responsible for the development and delivery of online and offline marketing content and collateral.

Working within the Marketing, Digital and PR teams, you will lead on content development, creation and delivery to create compelling visual stories, to optimise our external presence, drive engagement with the Eden brand and inspire actions amongst our audiences.

Key accountabilities

1. Manages the development and delivery of marketing campaigns across a range of opportunities including postcards, leaflets, posters, video, Out Of Home, digital exhibitions etc in line with the brand guidelines, to promote Eden Project Communities annual programme of events, activations and campaigns with a focus in 2022 on The Big Jubilee Lunch. Including;
 - liaison with internal teams to understand the offer and creating engaging marketing copy for the target audience.
 - developing creative briefs, using audience segmentation data to inform messaging and targeting.
 - working with internal content team and designers to deliver exciting and engaging print solutions.
 - campaign co-ordination to ensure all elements are delivered to schedule and within agreed budgets.
 - campaign evaluation against agreed KPIs and demonstrating ROI.

2. Develop and deliver an e-newsletter strategy to engage our audience with our core campaign activities and inspire action.

3. Responsible for the development and delivery of targeted and effective e-newsletters across the year, working closely with the Nation teams and the Digital Content Manager to create engaging and relevant content. Monitor the effectiveness of e-newsletters through analysis of unsubscribes, open and conversion rates. Test new campaigns using multi-variant and subject line testing. Report performance in team meetings and adjust strategy accordingly. Adhere with any data protection or other rules as required.
4. Works with Head of UK Delivery and Head of Partnerships to design and deliver engaging partnership marketing campaigns through print and e-comms. Assists Head of Partnerships with marketing collateral required by sponsors and partners for their events, marketing, internal and external comms.
5. Responsible for managing The Big Lunch and The Big Jubilee Lunch pack request process and delivery of data to the fulfilment company.
6. Research relevant external conferences, speaking opportunities, forums, exhibitions, print opportunities etc for Eden Project Communities and out campaigns. Negotiate our involvement and manage marketing collateral and copy required.

Demands of the role**Education
qualifications**

- &** Educated to degree level, ideally within a relevant discipline such as marketing or communications. Marketing qualification desirable but not essential.

Knowledge & skills

The successful post holder will have several years' experience in a similar role/environment driving behaviour change and participation through digital activities, showing professional competence in this area. In-depth knowledge and experience of current marketing trends and tactics including copy writing and editing, print production and e-comms.

They should be confident in developing and executing a marketing plan using the full marketing mix, with a focus on creating, executing and co-ordinating innovative and creative multi-channel marketing campaigns.

Specific experience of working with external creative and media agencies, and of using audience data to understand and develop specific audiences is desirable.

Organised and proactive with lots of initiative; must be able to juggle multiple projects at one time and flex to work to tight deadlines, with a track record of delivery under pressure.

A collaborative team player, able to connect and work in partnership with stakeholders internally and externally, as well as working on own initiative. Excellent communication and interpersonal skills.

Highly creative with a strong design aesthetic and an eye for good imagery. Experienced at copy writing and proof-reading with the ability to write engaging copy for a range of formats/channels, in particular e-newsletters, and print.

Decision –making

Works to short - medium term objectives within the strategic marketing plan. Works closely with Head of Marketing, reporting in on a weekly basis. With oversight and accountability for continually developing and enhancing marketing channels, including e-comms and printed. The job holder will need to have good creative judgment to advise on content, copy and channel usage. The jobholder will routinely need to reprioritize plans and activities to meet changing needs of the organisation at short notice with pace and accuracy. Autonomy and initiative are expected.

Resourcefulness

This role demands a high level of innovation and creativity, requiring the jobholder to be sensitive to the market and to consumer trends. Needs to pro-actively stay ahead of industry developments, in order to make informed decisions. Takes a pro-active approach to their work.

People and Asset Management

Supporting the Digital Community Manager and Digital Content Manager with regard to developing marketing and comms in line with overall strategy and providing guidance on content, tone, brand and final proofing. Supervise and coach the wider national team, who may be more senior, on content and brand representation, including in nation channels.

Communication Visitor Experience	& Well-developed communications skills are integral to this role, involving the jobholder in such activities as creative writing, negotiation, presentation and content selection; together with being able to present and explain research feedback and proposals for ideas/changes. Concise but powerful, engaging communications will be a key factor of success in this role. External communications will be the face for Eden Project Communities in the 4 nations of the UK, so quality and accuracy is key. Ability to write copy and proofread is key, a wide variety of channels and mediums are used regularly and comms will be tailored for different audiences.
Operational Environment	A home-based role with a significant amount of flexible working, including some evening and weekend work and UK travel and overnight stays likely to deliver this role. The role will form part of a hardworking, passionate team spread across the UK and in offices at the Eden Project in Cornwall and London.
Additional Features	Enthusiastic, fun, hardworking and pro-active person. Driving licence desirable.