

Marketing Manager, Operational Marketing

Job Level	4	Job Reference No:	
		Role Review Date	2025
Directorate	Marketing, Fundraising and Communications	Function	Brand Engagement and Marketing
Service		Reports to	Senior Marketing Manager, Operational Marketing

Scale and scope of role

Direct Reports	2	Indirect reports	0
Budgetary responsibility/ accountability	£130,000	Accountable for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes - connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Purpose of the Role

The Marketing Manager - UK Operations is responsible for developing and delivering strategic marketing and communications plans in a way which positively promotes the British Red Cross and supports our UK Operational services to external and internal audiences, as well as 'building our movement'. This role will develop inspiring and engaging marketing and communications activities that help tell our story and generate engagement. It will focus specifically upon our UK Resilience work, which supports communities through *mitigating, preparing, responding and recovering* from crisis, this includes Community Education.

The UK Operational Marketing team also supports Volunteer Recruitment, Health & Care and Mobility Aid Services, as well as other UK areas of focus. Effective stakeholder management is critical to the success of

this role and the team, and you will build solid relationships with a range of UK operational colleagues in an 'account management' approach, and with relevant counterparts throughout the global Red Cross Red Crescent movement to maximise the impact of our project and campaign outputs, reach and relationships.

The vision for the combined Marketing and Fundraising directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of British Red Cross activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

Key Responsibilities

Strategic planning & reporting

- Responsible for the development and delivery of marketing and communications for UK Resilience, with a focus upon Community Education.
- Work closely with UK operational colleagues as well as brand engagement and marketing colleagues to lead on, develop, project manage and deliver strategic marketing plans.
- Ensure that plans fulfil UK operational objectives, align with the organisational strategy and consider targets, benchmarking and ROI.
- Effective budget management and reporting.
- Regularly and consistently report on the impact of UK Operational Marketing and communications activity. Focusing on outcomes that deliver against objectives and targets.
- Act as the voice of the internal 'client/UK operational function' and of the organisation, aligning strategic priorities.
- Support UK operational colleagues by developing and implementing strategy where related to marketing and communications, including cross-directorate ways of working, both internally and externally.
- Work with relevant teams to develop social media, PR plans as well as celebrity engagement, which deliver against UK operational objectives.
- Develop positive and effective working relationships with colleagues, across the organisation and the Red Cross and Red Crescent Movement.
- Champion the British Red Cross brand, ensuring engagement plans build from our overarching brand strategy, helping the drive brand relevance.

Cross-organisational collaboration

- Support marketing teams across the British Red Cross to co-ordinate our work and collaborate on the effective planning, creation and delivery of content to our priority audiences.
- Immerse and immerse yourself into relevant UK Operational meetings and discussions to gain a deep understanding of the services and products we deliver to enable true added value from a marketing perspective.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams from other directorates.
- Work with peers and leaders across British Red Cross to champion marketing and fundraising.

Team Member

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all British Red Cross policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required Yes/ No

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and Skills	Essential	- Excellent project management and organisational skills with the ability to plan and manage multiple complex projects. - Ability to meet deadlines and effectively prioritise. - Ability to work as part of a team. - A demonstrable understanding of the role of brand in positioning an organisation. - An understanding of visual identity. - Demonstrable and excellent negotiation, influencing, networking, presentation and diplomacy skills. - Excellent communication skills, both written and verbal, and at all levels of the organisation. - Strong and demonstrable experience of stakeholder management. - A critical mindset; experienced in using data and insight to inform decisions. - Highly organised and proactive.	S	I	
	Desirable	- Good understanding of the role the Charity sector and the role it plays in the UK and internationally. - Excellent understanding of the breadth of communications channels and their role in developing effective strategies. - Business to business marketing. - Business to consumer marketing. - Marketing degree or professional marketing qualification or equivalent experience. - Ability to work under pressure and with agility.	S		

Experience	Essential	• Demonstrated experience of planning and implementing multi-channel communications strategies and clear and integrated communication plans. • Experience of building strong relationships at all levels. • Experience of providing professional brand and marketing advice whether in-house or as a consultant. • Experience of successfully developing marketing plans. • Experience of internal stakeholder engagement. • Experience of engaging with external partners / funders. • PR experience. • Experience of public sector or not for profit or charity marketing.	S	I	
	Desirable	• Experience of managing accounts, or relationships with internal and external colleagues. • Experience of briefing content into external or internal creative agencies. • Production of marketing resources. • Experience of working with or within a global organisation. • Experience of working with corporate organisations	S S S	I I	

Behaviours		Seeking Insight Investigates and analyses information > Gathers evidence to build the case for change or resolve issues by analysing relevant information and identifying connections. Working Collaboratively Pro-actively builds collaborative relationships internally and externally > Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions. Communicating and Influencing Takes multiple steps to communicate and influence > Influences others using compelling, well thought through arguments to build support and engagement. Solutions Focused Sees multiple connections > Uses a range of methods to identify solutions and make decisions, involving others where appropriate.	
Additional requirements	Essential	• Ensures equity, diversity and inclusion is embedded into the work the Partnerships Marketing and Communications Team delivers. • Practices inclusion in their every day.	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.