

**JOB TITLE: SENIOR PARTNERSHIPS MARKETING EXECUTIVE L3+**

<b>Job Level</b>	<b>L3+</b>	<b>Kornferry Function</b>	<b>MKX14</b>
<b>Directorate</b>	<b>Marketing, Fundraising &amp; Comms</b>	<b>Function/Service</b>	<b>Brand Engagement &amp; Marketing</b>
<b>Direct Reports</b>	<b>0</b>	<b>Indirect Reports</b>	<b>0</b>

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

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. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

<b>Purpose</b>	Lead the development and delivery of integrated, multi-channel marketing campaigns for priority campaigns and initiatives. This role shapes approaches using audience insight and innovation, advises stakeholders on best practice, and influences continuous improvement across marketing activity, ensuring		
<b>Budgetary responsibility/ accountability</b>	<b>£50,000</b>	<b>Accountability for other resources</b>	
<b>Key Responsibilities</b>	<p><b>Strategic Campaign Leadership</b></p> <ul style="list-style-type: none"> <li>• Lead the planning and delivery of multiple integrated campaigns that align with organisational priorities and marketing objectives, from concept through to evaluation</li> <li>• Act as a trusted advisor to stakeholders, providing evidence-based recommendations to optimise impact.</li> <li>• Build and maintain strong relationships with internal teams, external agencies and partners to deliver high-quality, collaborative outputs</li> <li>• Align activity with our five-year brand strategy, ensuring visibility, consistency and continuous innovation through awareness of market trends and opportunities.</li> <li>• Drive innovation in campaign design, introducing new approaches and challenging existing methods to improve effectiveness.</li> </ul> <p><b>Insight &amp; Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>• Collect, analyse, and interpret marketing data from various sources to measure marketing campaign effectiveness against KPIs</li> <li>• Translate and champion the use of audience data and market trends into actionable strategies, shaping future marketing direction.</li> <li>• Lead post-campaign evaluations, sharing learnings, insight and evaluation to inform organisational learning and improve processes.</li> </ul> <p><b>Budget &amp; Supplier Management</b></p> <ul style="list-style-type: none"> <li>• Hold accountability for campaign budgets and supplier selection decisions</li> </ul>		

	<ul style="list-style-type: none"> <li>• Ensure cost efficiency and compliance with organisational standards.</li> </ul> <p><b>Creative &amp; Brand Activation</b></p> <ul style="list-style-type: none"> <li>• Lead creative briefing for campaign assets, ensuring relevance, accessibility, and brand alignment.</li> <li>• Support the Corporate Partnerships team on all marketing and communications requests.</li> </ul> <p><b>Team member</b></p> <ul style="list-style-type: none"> <li>• Actively participates in all team meetings.</li> <li>• Supports other team members.</li> <li>• Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.</li> <li>• Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).</li> </ul> <p><i>The 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.</i></p>
<b>Knowledge &amp; Skills</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Ability to shape and deliver integrated marketing strategies from planning to evaluation.</li> <li>• Strong conceptual thinking and problem-solving skills to design innovative solutions.</li> <li>• Budget management and supplier oversight experience.</li> <li>• Knowledge of owned, earned and paid marketing channels and tools.</li> <li>• Excellent stakeholder management and communication skills, with ability to influence decisions.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Professional marketing qualification (e.g., CIM) or equivalent practical experience.</li> <li>• Experience in creative content development and copywriting for multi-channel campaigns.</li> <li>• Experience of public sector or not for profit or charity marketing.</li> </ul>
<b>Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven experience leading strategic marketing initiatives with measurable impact.</li> <li>• Experience advising stakeholders and influencing decision-making within marketing scope.</li> <li>• Track record of managing campaign budgets.</li> <li>• Experience briefing and managing external agencies.</li> <li>• Skilled in using audience insights to inform marketing activity.</li> <li>• Ability to manage multiple projects under tight deadlines.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of working with external partners.</li> <li>• Skilled in delivering post-campaign evaluations and reporting to inform future activity.</li> <li>• PR experience.</li> </ul>

**Additional requirements**

- Ensures inclusive practice and promotes diversity.

**Pre Engagement Checks**

Highlight bold as required

DBS- England &amp; Wales Adult/ Child/ Adult &amp; Child Workforce/None

PVG- Scotland Adult/ Child/ Adult &amp; Child/ None

Access NI- Northern Ireland Vulnerable Adult/ Child/ Vulnerable Adult &amp; Child/None

Driver Check Yes/No

**International Roles Only**International Driving Licence Yes/No  
for manual cars**Role Reference 12361****Review Date  
28/11/2025**

*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.*