Marketing Manager, Partnerships – 12 month FTC

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

Scale and scope of role

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| **Direct Reports** | 0 | **Indirect reports** | 0 |
| **Budgetary responsibility/ accountability** | £100,000 | **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](http://www.redcross.org.uk/About-us/Who-we-are/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](http://www.redcross.org.uk/principles): humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Purpose of the Role

The Marketing Manager, Partnerships is responsible for developing and delivering strategic marketing and communications plans in a way which positively promotes the British Red Cross and our corporate partnerships to external and internal audiences. This role will develop inspiring and engaging communications activities that help tell our story and generate engagement. Whether that be delivering marketing activity, which support our flagship campaigns (such as the brand campaign) or developing plans for creative partnership activations.

You will build effective relationships with the Corporate Partnerships team, with communications leads within our corporate partners, and with relevant counterparts throughout the global Red Cross Red Crescent movement to maximise the impact of our partnerships.

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.

This is a 12 month FTC (Fixed Term Contract) role.

**Key Responsibilities**

**Strategic planning & reporting**

* Work with the Corporate Partnerships team to develop and deliver strategic marketing plans. Ensuring that plans fulfil partnership objectives, align with the organisational strategy and consider ROI.
* Regularly and consistently report on the impact of partnership marketing and communications activity. Focusing on outcomes that deliver against partnership objectives and targets.
* Act as the voice of the partner and the voice of the organisation, aligning strategic priorities.
* Support the Corporate Partnerships team to develop and implement its strategy, where related to communications, including leading on the improvement of cross-directorate ways of working and team profile, both internally and externally.

**Partnership development and delivery**

* Manage the delivery of partnerships marketing and communications activities across key partnerships and programmes.
* Support the Marketing and Fundraising teams and Corporate Partnerships teams to identify and leverage opportunities. Think creatively, strategically and critically about partner opportunities and campaign development.
* Work with relevant teams to develop PR plans, which deliver against partnership objectives.
* Develop positive and effective working relationships with colleagues, across the organisation and the RCRC Movement.
* Provide marketing and communications expertise and, where required, actively support the Corporate Partnerships Business Development team on proposals and pitches for new corporate partners.
* Champion the British Red Cross brand, ensuring accurate representation of the brand in all partner marketing and communications.

**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.
* Work alongside corporate partnerships, strategy and portfolio planning to deliver all campaigns including adapting plans and implementing course corrections as needed.
* Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant marketing teams from other directorates and help create outcome-based marketing activities.
* 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**

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

Drivers Checks

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| * 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

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|  | | **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  S | I  I  I  I  I  I  I  I  I  I |  |
| Desirable | * Strong understanding of corporate fundraising, corporate partnerships and the wider corporate social responsibility agenda. * 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  S  S | I |  |
| 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  S  S | I  I  I  I  I |  |
| Desirable | * Experience of working with corporate organisations * 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.