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# Marketing Manager, Brand Activation

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| **Job Level** | 4 | **Job reference No.** |  |
| **Role review date** | December 2024 |
| **Directorate**  | Marketing, Fundraising & Communications | **Service/Function** | Brand Engagement & Marketing |
| **Reports to** | Senior Marketing Manager – Brand & Heritage |

## Scale and scope of role

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| --- | --- | --- | --- |
| **Direct reports** | 0 | **Indirect reports** | 0 |
| **Budgetary responsibility / accountability** | c£100K expenditure.  | **Accountability for other resources** |  |

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes, connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to 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 global Red Cross and Red Crescent 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

This role is responsible for brand activations for the British Red Cross to leverage our brand, brand proposition and USP to amplify and grow our reach, presence, relevance and impact – e.g. through events, PR, campaigns, partnerships, celeb/ambassadors, heritage moments, retail/product

The vision for the Marketing, Fundraising & Communications directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC’s 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 a year by 2030 and increase the impact of all our marketing.

This role will be instrumental in the strategic development of brand activation opportunities across BRC, to engage new and existing audiences and achieve ambitious income targets.

Main responsibilities

**Delivery**

* Accountable for the development and planning of brand activation opportunities to amplify the British Red Cross brand, brand proposition and USP to new and existing audiences to meet performance targets.
* Support the delivery of the integrated mass brand campaign annually, leading on areas of brand activation such as PR, events etc.
* Work closely with the wider Marketing, Fundraising & Communications directorate (including Media, Celebrity & PR colleagues), and other parts of the organisation and to collaborate on the development of brand amplification opportunities e.g. PR moments, celebrity collaborations, partnership campaigns, branded merchandise.
* Working with internal stakeholders, partners and agencies to develop ideas to amplify the British Red Cross brand in line with guidelines, whilst innovating our approach to execute leading ideas which create impact.
* Manage internal and external stakeholders, including relationships with agencies and suppliers.
* Undertake other relevant duties within the overall scope of this post as may be required by the line manager.

**Financial Management**

* Manage the creative development budget for brand activations alongside colleagues/partners.
* Manage activity to deliver against KPIs.
* Manage media budget to promote the brand activation moments/product.
* Monitor performance development and optimisation.

**Innovation & portfolio development**

* Horizon scanning both inside and outside the sector, to identify creative, actionable trends, opportunities for new brand activations to engage with new audiences.
* Work with other teams across the organisation to identify strategic opportunities for brand activations and develop these areas in collaboration with teams.
* Use Innovation methodologies to constantly evaluate and test new concepts/products with audiences.

**Team Member**

* Actively participates in all team meetings.
* Supports other team members.
* Work and behaves in accordance with all BRC 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).

Pre-engagement checks

Criminal Records

**Type of criminal record checks required for this role**

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

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| * Required No
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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 in the UK. 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 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 | Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A) |
| Knowledge and Skills | Essential | Extensive Product Management experience.Track record of developing and growing a product range - either for a large retailer or start-up brand. A working knowledge of SEO, UX and website development. An understanding of digital marketing techniques across a range of channels and products, and knowledge of how to attract and engage shoppers.Proactive in identifying and sourcing new ranges. Track record of developing successful products from concept to launch. An understanding of manufacturing, testing and fulfilment processes.Strong leader, team worker and able to inspire others. Able to develop effective working relationships with external suppliers and staff at all levels across the organisation. Numeracy and analytical ability, including modelling income and return on investment over the long termExcellent written and verbal communication skills. Strong IT skills including advanced Excel.  | S, IS, IS, IS, IIIS, ISS, IS |
| Desirable | A keen interest in ethical and sustainable sourcing. Knowledge of the Shopify platform  | III |
| Experience | Essential | Significant experience in developing product rangesA proven record of product development and delivery.Experience in developing and delivering strategy, plans and budgets and being able to monitor and evaluate progress.Experience of working successfully with a range of stakeholders to plan and deliver activity. Experience of collaborating with cross-organisational teams to bring expertise together to meet shared outcomes. | S, IS, III |
| Desirable | Experience of successfully operating in large, complex organisations. | I |
| Behaviours  | **Solution-focussed****Constructs and customises solutions and makes plans**Is able to analyse and evaluate a broad range of in-depth and detailed information**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**Provides explanations, raises awareness of issues and sends consistent messages in order to support progress**Seeking insight****Digs deeper and supports others to makes best use of information**Asks a range of questions, from different sources, to get at the root of a situation or problem and explore possibilities | IIII |
| Additional requirements | Essential | Ensures inclusive practice and promotes diversity | I |
| Desirable |  |  |

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.