



Job Description: Senior (Digital) Marketing Manager

Based:	Full remote home working
Role reports to:	Head of Operations
Department:	The Marketing and Communications team
Direct reports:	Marketing managers x2
Salary:	£35k to £40k per annum FTE
Hours of work:	Full time, 5 days per week
Length of contract:	Permanent
To apply:	Send a covering letter and CV to kate@pastureforlife.org
Key dates:	Closing date 23rd June. Interviews to be held on rolling basis

Summary

Pasture for Life is recruiting for a Senior Marketing Manager to deliver our marketing and comms activity. The Senior Marketing Manager will be responsible for all aspects of our marketing output from overseeing deliverables, to 'doing the doing'. Our core activities include social media, event promotion and set-up, email marketing, website content, brand guardianship and awareness, printed flyers and postcards, membership comms, writing copy and collaborating with all other departments in Pasture For Life to meet their marketing needs. Our pipeline of activity will be managed and delivered by this role, with the strategic and supervisory support of the Senior Leadership Team.

Key Relationships

Internal - Reporting to Head of Operations and working with two other marketing managers, a freelance comms consultant, as well as with members of the Community Team, Research and Leadership Teams.

External - Pfl members and supporters, farmers both certified and not, other partner sustainable food and farming organisations, event organisers and third party suppliers.

Responsibilities

Overall responsibility for the marketing and communication team's deliverables to include:

- Leading on delivery of specific marketing initiatives that will raise awareness of Pfl, recruitment of participants in our programmes and increase our membership
- Identifying the appropriate marketing approach in collaboration with the Head of Operations and use an owned, earned, paid-for model, seeking out innovative ways to reach our target audience both on and off line

- Where possible developing messages informed through audience insight, testing and data
- Forward planning, project managing and delivering overall communications on time and to the highest standard all daily, weekly and monthly marketing outputs
- Ensuring a consistent, branded and planned approach is taken to the production of assets such as design, video and print
- Leading and delivering other campaigns or initiatives, as identified through the communications strategy and plans that contribute to the overall aims of Pasture for Life
- Providing advice to colleagues on marketing approaches, working across the Pfl team to establish a culture of audience-driven marketing, creating tools and training to empower and upskill other staff
- Ensuring your work is aligned to Pfl's overall strategic goals and relevant programme plans, working collaboratively with other workstream leads to ensure collaboration and accountability
- Representing Pasture for Life at external events when required
- Responsibility for content and sending of newsletters to members, supporters and partners
- Ensuring all newsletters, social media posts, print materials and website content are written to the highest standards of accuracy, in the tone of voice of Pasture for Life, aimed at the target audience and the correct context and platform

Essential knowledge, skills and experience

- Managing the work of self and others to deliver on time and to the highest standards
- Ability to communicate and deliver best practice for main social media platforms, email newsletters and marketing, website copy and visual design
- Excellent written and verbal communication skills
- Excellent organisational and time management skills
- Excellent knowledge of website CMS systems, Eventbrite, Mailchimp, YouTube, ideally Canva or similar, leading social media platforms and willingness to learn and experiment
- Forward planning and delivery of weekly and monthly content planners
- Reflecting, analysing and reporting on success or failure of key initiatives both on-going and tactical
- Capturing data from relevant platforms and use to inform decision making
- Working within projects with multiple stakeholders
- Confident communicator with the ability to engage a wide range of people
- Interest in agroecological and regenerative food, farming and its principles; enthusiastic and passionate about Pfl's cause and community or similar

- Computer literate and a good intermediate knowledge of office programmes such as Google Workspace
- Take personal responsibility for contributing to internal communications

Desirable knowledge, skills and experience

- Experience of event marketing and recruiting participants and attendees
- Experience and knowledge of ways to drive membership and engagement
- Prior experience in marketing and delivery for owned vs paid-for channels
- A good understanding or willingness to learn of agroecological and regenerative farming and its principles
- Knowledge of digital platforms and ways to best deploy for results required, including basis knowledge of SEO

Key competencies and behaviours

- Ability to work independently and proactively as part of a remote-working team
- Able to manage own work and that of others
- Responds quickly to changing demands and prioritise accordingly
- Demonstrates strong skills in planning, delivery and communication
- Positive, proactive, patient, polite and friendly manner
- To act as an ambassador for the organisation and assist where required at events
- Ability to remain motivated and focused

Additional information

We are interviewing on a rolling basis up to the application deadline on 23rd June. We encourage early applications. Thanks for your interest in the role and we look forward to hearing from you.