**JOB DESCRIPTION**

|  |
| --- |
| **Position Details** |
| **Job Title**  |  Marketing Manager |
| **Location**  | Remote  |
| **Responsible to:**  | Board of Direct Directors  |
| **Direct Line Manager**  | Head of Engagement  |
| **Responsible For**  | Brand, Message, Marketing  |
| **Hours of Work** | 5 days / 40 hours per week 8 hour shift Monday to Friday |
| **Contract Duration** | Fixed Term  |
| **Line Management Responsibilities**  | N/A |
| **Date of Issue**  | November 2021 |

|  |
| --- |
| **Role Purpose** |
|  To ensure our key audiences know all about Play It Green and our capabilities across our core services, helping to turn that awareness into new business opportunities.To manage the promotion and positioning of Play It Green’s brand, products, and services in order to attract more customers and partners, to help raise brand awareness through marketing campaigns.To ensure consistency of message, look and feel across the organisation and its communication channels, so marketing material including website is in line with brand identity. To continually improve by tracking and reviewing campaigns, listening to customer feedback and developing industry-leading best practices.Manage the marketing budget.To hold good relationships with good causes and partners to maximise the relationship in terms of sales, network and exposure. |

|  |
| --- |
| **Key Duties** |
| Creating marketing strategies using full marketing mix &amp; transition into actionable plansTo ensure the Play It Green website, decks and communiction channels and methods are consistent to brand. To develop the customer experience and ensure all touch points are maximised. Creating and managing the marketing budget alongside providing monthly updates to our Senior Management TeamIdentifying new marketing opportunities and creating and delivering a plan for how we approach themManaging the company website including creating, maintaining and implementing a content strategyAttending events and trade shows as an ambassadorBuilding our relationships with industry bodies and maintaining our profileManaging our contacts databaseManaging the company’s award applications by writing detailed entries about the company and its excellent workTo work the Content Manager on managing the company’s social media accounts to engage key audiences and build awareness of the work we do. To work with the Content Manager on fostering productive relationships with Media/PR contacts in each of our key sectorsProtecting the company brand, ensuring we are consistent in all forms of communicationTaking the lead in ensuring Play It Green is involved with appropriate local community initiatives, including sourcing speaking opportunities and engagement. Contacting existing customers to gain feedback, upsell or utilise their network / customer base. Resolving customer complaints and concernsWork with the rest of the team on various projects and events as and when required. Support other functions within the business with any design/content creation related work. Ability to work in the evenings and weekends will be required at times when the team are attending events that help promote the business. Undertake such duties as maybe required from time to time as are consistent with the responsibilities of the post and the needs of the club. Nb. Duties outside of content creation will be required from time to time.  |
|  |

|  |
| --- |
| **Miscellaneous** |
| This is a description of the job at the time of issue. The business will periodically review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the business and to incorporate reasonable changes where required, in consultation with the job holder. This will usually be linked to performance appraisals. You have a legal duty, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition you must cooperate with the business on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.You are responsible for applying all Play It Green Policies in your own area of responsibility and in your general conduct.You have a responsibility to promote high levels of customer care within your own areas of work.You may be required to undertake a specific Health & Safety roles to support the business in meeting its obligations. This could include acting as a First Aider, Fire Marshall or Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence. |

**PERSON SPECIFICATION**

|  |  |
| --- | --- |
|  | **Essential/****Desirable** |
| **Education, Training and Qualifications** |  |
|  |  |
| Educated to a reasonable standard with a minimum of six GCSE’s or equivalentBTEC National Diploma in Business Studies or equivalentEducated to degree levelA full, valid UK driving licence. | **E****D****D****D** |
|  |  |
| **Experience Relevant to the Job** |  |
|  |  |
| Bachelor's degree in Marketing or related field | **D** |
|  |  |
| Minimum of 3-5 years working in marketing industries, preferably within a branding, digital or content creation company. This job is open to graduates.  | **D** |
|  |  |
| A history of producing successful marketing campaigns within allocated budgets, and reporting on it | **D** |
|  |  |
| **Knowledge, Abilities and Skills** |  |
|  |  |
| In-depth knowledge of Paid Social, Paid Search, SEO and Google Analytics etc (for digital aspects) | **E** |
|  |  |
| Demonstrable understanding of offline media | **D** |
|  |  |
| Excellent interpersonal skills | **E** |
|  |  |
| Highly self-motivated. Driven by your own results.  | **E** |
|  |  |
| Resilient, confident and Tenacious with an engaging personality | **E** |
|  |  |
| Strong verbal and written communication skills with the ability to speak to a varied range of people and decision makers at different levels of the business | **E** |
|  |  |
| Proficient in Microsoft Office | **D** |
|  |  |
| Working knowledge of CRM systems | **D** |
|  |  |
| Experience of establishing, building and maintaining effective relationships with external groups, organisations and/or individuals | **E** |
|  |  |
| Ability to work in occasional evenings and weekends | **E** |

**Overview**

Join a new start up in sustainability and become a founding staff member.

Play It Green launched in Spring 2021, received investment, developed a great customer base but now need more people in order to continue to grow. You will be a major part in our story and success if selected.

Current staff are based in Manchester and abroad however everyone works remotely so you could be anywhere in the world and do this job.

Your earning potential is uncapped so there truly is no limit to how much money you can make!

**Who are we?**

Play It Green launched to the public in late March 2021 and aims to make people and businesses greener, and for them to enjoy that journey.

We plant trees to reforest the world, lower carbon footprints, support good causes and maximise engagement on the issue for the benefit of all.

We are developing fast, dynamic and open to new innovation and ideas which will help grow the business. It is an exciting place to work and for a great cause.

**Our opportunity**

A marketing manager is pivotal to our continued growth and success. You will be responsible ensuring our key audiences know all about Play It Green and our capabilities across our core services, helping to turn that awareness into new business opportunities.

**What's in it for you?**

As a Marketing Manager you'll be highly compensated starting with a basic salary of £28-30k depending upon experience. Up-to 25 days holiday, working Monday - Friday, 8.30-4.30 plus other great benefits.

**Application deadline:** 5pm Tuesday 30th November 2021

Job Types: Full-time, Permanent

Salary: £28,000 to £30,000 depending upon experience

8 hour shift Monday to Friday

Work remotely: Yes

Marketing Manager

Job description

As Marketing Manager, you’ll be the one ensuring our key audiences know all about Play It Green and our capabilities across our core services, helping to turn that awareness into new business opportunities. You will also be expected to support our Sales Team by delivering campaign strategies across the full marketing mix.

This is a new, very important role for us, as we invest in our growth over the next 3 years. A big part of the role will be managing the production of quality content for a variety of marketing channels, often working to tight deadlines. To get results, you’ll be an accomplished marketing all-rounder with an infectious enthusiasm for what you do. You’ll also have the sort of written and verbal communication skills that help you forge strong relationships with people at all levels of the business, building strong partnerships with relevant media. You will need to be capable of developing the Play It Green marketing strategy.