

Role Profile			
Role Title:	Marketing Manager		
Reports To:	Head of Business Services (HoBS)		
Hours	37.5 hours (usually Monday to Friday 9 – 5.30pm)		
Location:	Birmingham, with the ability for some home working	Salary:	£32k -35k (dependent on experience)

### BACKGROUND

ARK Consultancy Limited (ARK) is a thriving business working throughout the UK, delivering a wide range of consultancy services primarily within the housing sector. ARK also delivers a range of other business, social enterprise and employability support initiatives in housing and allied sectors.

We operate from our head office in Birmingham and we deliver our business activities through a combination of both directly-employed staff and self-employed associates. ARK currently has a team of around 80 people and a multi-million pound turnover.

### MAIN PURPOSE

To contribute to the growth of the business by leading on our marketing activity and delivering our marketing plans in order to engage and develop relationships with our target audience. To increase awareness of the ARK brand, strengthen our position as thought leaders in the sector and ensure our target audience understands the scope of the services we offer and how we can support them.

### KEY RESPONSIBILITIES

- To assist the Head of Business Services to develop an integrated marketing strategy which seeks to engage with new and existing target audiences and helps ARK to achieve its strategic aims and continue to grow as a business.
- Assist the HoBS to deliver a brand refresh and subsequent relaunch of our website.
- To grow brand awareness with key target audiences such as local authorities and housing associations.
- Develop and deliver marketing plans to promote our range of services, delivering insight-driven campaigns with clear messaging which increase engagement with our target audiences.
- Contribute to the development and use of our CRM, acting as a data champion. Use segmentation to target marketing messages to relevant audiences ensuring campaigns are insight driven.
- Achieve KPIs, as agreed with HoBS, and provide regular reporting and analysis against these. Capture values and impacts of campaigns and activities.
- Create or commission high quality digital content for social media, e-marketing and third-party websites etc including video.
- Lead on a social media strategy which seeks to increase engagement using both organic and paid for posts.
- To manage and develop our website, ensuring it provides excellent user experience and all content and branding is clear and consistent. Add new content regularly such as news articles and blogs.

- Monitor and report on the website and other digital platforms performance using analytics. Produce monthly reports on all marketing activity for the HoBS.
- Deliver best practice SEO to increase the volume of traffic to our website.
- Develop case studies (working with the Bid Co-ordinator to do this) and collect testimonials from clients to showcase the quality work that we do.
- Oversee the design of all marketing and promotional material whether digital or hard copy.
- Write persuasive and effective marketing copy with a clear call to action where appropriate.
- Ensure adherence to ARK's brand guideline and review as appropriate.
- Lead on our conference and events programme:
  - Organise our attendance at conferences (whether as speakers, exhibitors or delegates) and ensure we achieve our objectives of raising brand awareness, being thought leaders and generating new business leads.
  - Organise ARK seminars/webinars on pertinent topics as per the marketing strategy. Work with senior staff to agree content and speakers and promote to appropriate audiences.
- Work with Directors and Consultants to produce insightful and topical blogs.
- Keep abreast of sector of sector news and produce engaging digital content to reflect our status as thought leaders.
- Line manage the Marketing intern who will support you to deliver marketing plans and collaborate with other team members to achieve these as well.
- Work with the HoBS to create and implement the Marketing Budget ensuring we maximise ROI. Monitor the marketing spend each month and advise the HoBS of any variances.
- Be the key contact for all marketing, media and advertising enquiries and evaluate new opportunities as they arise to promote ARK.
- Undertake any other reasonable duties as required by the HoBS
- Occasional travel is expected including attendance and overnight stays at conferences and events.

### HEALTH AND SAFETY

Observe all safety rules and always carry out safe working practices. Take reasonable care for your own health and safety and of other persons who may be affected by your acts or omissions at work.

Appraise yourself of all health and safety practices of client organisations when working in and from the client's offices.

### DIVERSITY

Be aware of ARK's responsibilities to provide a service that reflects and respects the diverse communities in which we work.

Forge strong partnership relationships and communicate effectively with people from all sectors of the community, outside agencies and internal colleagues.

### RISK MANAGEMENT

Play an active role in identifying, managing, and controlling risks relating to the activities of ARK.

### ADDITIONALLY

Keep abreast of the changing face of the social housing operating environment through involvement in meetings, conferences, seminars, reading appropriate journals etc. Evaluate and report on such information and implement where appropriate.

Undertake any such training and further education as identified and agreed with ARK's Director.

Respect and uphold the confidential nature of the services that ARK provides to and for its clients.

All information held or used by you in relation to ARK Consultancy Limited, CHIC Ltd and clients is to be regarded as confidential. You should not at any time disclose to any person any information as to the business dealings, finances, software, intellectual property, business models, processes and procedures of ARK or CHIC, nor any facts or knowledge in relation to ARK's clients or CHIC's members. All proposals, reports, business models, spreadsheets, memoranda, and other documents/IP in your possession (both electronic and hard copy) are and shall remain the property of ARK.

This Job Description forms part of the contract of employment of the person appointed to this post. It reflects the current position and may be changed at ARK's absolute discretion in the future.

As a general term of employment, ARK may effect any necessary change in job content, or may require the post-holder to undertake other duties, at any of ARK's or our clients' offices

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL/ DESIRABLE	METHOD OF IDENTIFICATION
<b>Qualifications</b>		
Graduate and/or professional marketing qualification (or equivalent experience)	Essential	Application
Qualification or recognised training in marketing.	Desirable	Application
<b>Proven Experience</b>		
Significant experience managing marketing (particularly digital) and social media campaigns in a relevant sector	Essential	Application/Interview
Significant experience of platform management including websites, e-marketing and social	Essential	Application/Interview
Significant experience of using analytic tools and dashboards	Essential	Application/Interview
Demonstrable experience in content marketing	Essential	Application/Interview
Experience of brand and web development	Desirable	Application/ Interview
Experience of using paid for advertising on social media and Google Adwords.	Essential	Application/Interview
Significant experience of working with data in a CRM including using insight to inform campaigns and segmentation.	Essential	Application/Interview
Demonstrable experience of organising promotional events or exhibiting at conferences	Desirable	Application/Interview
Experience of line managing people	Desirable	Application/Interview
Experience of the affordable housing sector	Desirable	Application/Interview
Experience of working in a consultancy environment	Desirable	Application/ Interview
<b>Knowledge, Skills and Abilities:</b>		

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL/ DESIRABLE	METHOD OF IDENTIFICATION
Excellent written and spoken communications skills, with the ability to craft content and messaging to different audiences and channels	Essential	Application/Interview
Excellent organisational skills and the ability to work well in a fast-paced environment, keeping multiple projects and objectives on track.	Essential	Application/Interview
Knowledge of marketing strategy development, objective setting, delivery and monitoring to reach organisational growth and engagement targets	Essential	Application/ Interview
Passion for and ability to develop a range of content for different audiences and channels (such as videos, infographics, blogs and social media posts)	Essential	Application/ Interview
Skill to manage projects, delivering on time and to budget and evaluating outcomes	Essential	Application/ Interview
Confident using a website content management system and other marketing platforms such as Hootsuite and e-marketing platforms.	Essential	Application / interview
Confident using Microsoft Word, Excel, PowerPoint, Photoshop, video editing software and online design programmes such as Canva.	Essential	Application/ Interview
Confident building trusted relationships with internal and external Stakeholders	Essential	Application/ Interview
SEO skills	Desirable	Application/ Interview
<b>Other Attributes</b>		
Creative with a flair for design	Essential	Application/ Interview
Confident and resilient	Essential	MTQ and interview

PERSON SPECIFICATION		
CRITERIA	ESSENTIAL/ DESIRABLE	METHOD OF IDENTIFICATION
Collaborative and enjoy working across several teams.	Essential	Application/ interview
Attention to detail and able to proofread well.	Essential	Application/ Interview
	Essential	Application /Interview
Flexible – able to understand pressure points and deliver to deadlines		
Demonstrate personal drive and motivation	Essential	Interview

CORE TERMS
<ul style="list-style-type: none"> <li>• £32k -35k (dependent on experience)</li> <li>• Pension scheme – 5% ARK Contribution</li> <li>• Holiday – 25 days per annum pro rata to the start date (ARK’s financial and holiday years run July to June)</li> <li>• Hybrid working from home and offices</li> </ul>

Last updated by Ruth Brown in July 2022.