**MARKETING MANAGER**

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| **Job Title** | **Marketing Manager** |
| **Salary** | £26-29,000 DOE |
| **Location** | Peckham Levels & Catford Mews |
| **Reporting To** | Marketing Leads |
| **Key Working Relationships** | Marketing Team, General Managers, Site Teams, Events Managers, Membership Managers, External Suppliers and Contractors. |
| **Job Summary** | |
| Really Local Group creates and restores cultural infrastructure through the regeneration and renewal of the UK’s high streets with a cinema at the heart of the venues. Each of our venues is uniquely designed to reflect its locality – we engage with local arts clubs and community groups to facilitate their activities by providing them with a much needed ‘home’.  Our sites aim to support local businesses and develop a creative community who will be able to work, create and perform all under one roof.  **We are looking for a creative and ambitious Marketing Manager to help us shine a light on two of our projects, Peckham Levels and Catford Mews. It’s an exciting time to join the Really Local Group and we want someone who is passionate about local enterprise - and willing to roll up their sleeves and get stuck in!**  The Marketing Manager will work with the wider Marketing Team and the Project Teams, in order plan and execute marketing initiatives to:   * Build upon our existing presence, and put our projects on the map as some of the best-known cultural destinations in London. * Drive the success of our public-facing Member businesses (including food and drink, event and retail) through delivering consistently high visitor numbers to the public space throughout the year. * Fully utilise all relevant marketing channels to effectively promote the wide range of cultural and entertainment events on site to local and regional audiences. * Shine a light on our Member Businesses (non-public facing) and help fuel their growth by amplifying their stories on our channels. * Engage local people in our spaces and raise awareness of them as open, inclusive environments for the community to activate and engage with.   *We are an equal opportunities employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.* | |
| **Duties and Responsibilities** | |
| **Strategy, Planning & Processes:**   * Contribute to overall marketing planning at a broader level, working together with the wider marketing/events/PR team * Manage and deliver the specific marketing plan for the project site * Creative ideation input for quarter planning * Help to establish and refine marketing department processes and ways of working   **Budgets, Finance & Performance Measurement:**   * Work with a wider team (and supported by Marketing Leads) to plan and release spend monthly and quarterly * Monitor and report on budget spent on a monthly and quarterly basis * Track and measure marketing efforts providing monthly reports, insights and recommendations   **Marketing Delivery:**   * Work within a range of marketing deliverables including, not limited to::   + Social - Facebook, Twitter, Instagram, LinkedIn, TikTok, new relevant platforms   + Email   + Website   + Print - Flyering, posters, leafleting, door drops   + OOH (Billboards, station advertising etc)   + PR   + Partnerships * Community management of all the Project Social Media platforms, including (but not limited to) Facebook, Twitter, Instagram, LinkedIn and TikTok, planning, managing and scheduling content and responding to any customer messages or posts * Maintain the Project Websites * Plan, curate and execute content from a variety of sources both internally (team members, project members, partners) and externally (eg. professional writers, photographers, videographers etc.) with assistance from the Content Creator * Create written content for the blog, newsletter, and social channels * Support the Project PR Agency, including creating regular press releases for the Project PR agency that highlight the activity on site as well as feature stories that fit with campaign briefs   **Brand & Design:**   * Be guardians of the Project Site brands, both internally and externally * Work with our in-house Content Creator and Project Team to plan, brief and deliver audio-visual content for existing and new channels * Create visual marketing assets (with support from the Content Creator) using Canva and other design software as required * Help to manage the Project’s internal photography library * Source, brief and work with freelance resource as required | |
| **Qualifications** | |
| * Educated to degree level or 2+ years relevant experience | |
| **Skills** | |
| * Ambition and drive, this is a role for someone wanting to get stuck in and gain a full 360 marketing experience with huge opportunity for development and growth * Excellent communication skills, written and verbal * Social media management (including digital advertising) * Budget management * Relationship management (internal and external stakeholders, including agencies/partners) * Working understanding and/or practice of PR Comms * Sound analytic skills for data management (performance and budgets) | |
| **Experience** | |
| * 2 years+ of relevant experience, gained in-house or at a marketing agency * Previously managed multiple/integrated marketing channels, on and off line * Experience self-managing a diverse workload, prioritising and making difficult decisions about which activity will have the greatest impact and effect * Great with people and have managed multiple relationships productively, galvanising others to work collaboratively * Ideally have an interest in purpose-led/values led organisations and/or projects | |