

Job Specification: Marketing Manager

Reports to
Work base

Head of Marketing
High Leigh, Hoddesdon, Hertfordshire

Job purpose:

To drive growth in income, profitability and visitor numbers for the organisation by enhancing customer communication through best in class data-driven marketing whilst understanding and maintaining CCT's core charitable values and Christian ethos.

Key Responsibilities:

- Develop and own the multi-channel (direct mail, outbound call, email & digital) direct communications programme
- Create engaging campaigns for both customer acquisition and retention
- Create and execute 'win-back' campaigns that confidently re-position CCT with lapsed groups
- Utilise data to target appropriate customer segments
- Make data-centric insight-driven decisions
- Build, maintain and maximise a CRM database
- Comprehensive analysis of all campaigns – reviewing the drivers of performance and identifying opportunities for improvement
- Report on the success of each campaign to the head of marketing with clear ROI
- Work with stakeholders across the business to create suitable campaigns to encourage greater customer retention, up selling and acquisition
- To work with the sales team, to maximise the conversion of inbound sales leads
- Work alongside the head of marketing to create and execute communications to our supporters
- Ensure all campaigns are completed on time and within budget
- Management of all campaign delivery
- Ensure all data is collected, stored and utilised in line with GDPR guidelines

Person Specification:

Qualifications

Essential	Desirable
Educated to A-Level standard (or equivalent) with GCSEs (or equivalent) in English and Maths (grade C/4 or above).	Marketing degree
A professional marketing qualification (i.e. CIM, IDM or equivalent)	

Experience and knowledge:

Essential	Desirable
Proven experience of direct marketing	Experience of direct response advertising
Experience of work with and developing CRM databases	Experience in conference centres, hotels, venues, or hospitality industry
Highly numerate	Experience or sound understanding of the Christian/ Church/ conferences market and/ or charity sector (or willingness to learn).
Experience of managing budgets	Experience of working alongside sales teams
Experience of GDPR	

Skills, personal attributes and behaviours:

Essential	Desirable
Highly organised and efficient with strong attention to detail and accuracy	Understanding of the Christian community/groups, or a willingness to learn more about the industry.
Excellent communicator via phone, email or in person (talking & listening).	Commercial mind-set or understanding.
Good at engaging others	Ability to multi-task (at peak times)
Ability to prioritise tasks	Ability to share knowledge with peers/team
Diplomacy skills (especially if dealing with religious sensitivities or senior persons)	Willingness to react positively to Leadership, Team or Process Changes
Initiative, drive and enthusiasm	
Good IT skills – competent with Microsoft Office/basics	
Enjoys speaking to and meeting people & overall communications (with team & clients)	
Team Player	

Open to listening to and sharing new ideas	
Positive & proactive	
Respect for the breadth of Christian community/groups that CCT serves	
Demonstrates a positive customer focused approach to guests needs	
Confident and self-motivated	
Highly professional	

Other:

Essential	Desirable
Able to travel to our other centres as required	Has clean driving licence & own car.
Understanding of and sympathetic towards the Christian aims and ethos of CCT	

Employee signature:	Line Manager signature (or SLT member):
Employee name:	Employer name:
Date of signing:	Date of signing: