

MCR Pathways Head of Marketing

Role Description

Marketing strategy and content

- Develop new tools and marketing sources to support mentor recruitment nationally
- Devise and manage effective and engaging national and local marketing campaigns
- Develop comprehensive suite of written, film and animation content which evidences impact of all parts of the MCR model and helps drive mentor and partner recruitment.
- Manage the MCR brands in all their forms to the brand standards and guidelines.
- Continually analyse and report the effectiveness of marketing campaigns, communications, social media activity and website analytics to monitor engagement.

Communications strategy and content

- Drive PR and media engagement to raise brand profile nationally
- Working with stakeholders in new areas to ‘launch’ MCR in brand in local regions
- Oversee management of all social media activity, website and communication content
- Develop communication strategies and tools for a range of audiences including; stakeholders, funders, partners, volunteers and MCR staff.

Managing impact and brand effectiveness

- Ensure the programme's impact and key messages are widely shared to emotionally engage all parties throughout, recruiting the targeted volume and quality of committed mentors.
- Balance the needs and development of national and regional content in line with MCR plans.
- Manage a team of marketers, designers, video editors and volunteers to drive the needs of the organisation as it grows, whilst maintaining the consistency and quality of MCR's DNA.

Person Spec

	Essential	Desirable
Skills & Experience	<p>Highly skilled and experienced in planning, creating & publishing emotionally engaging marketing materials across multiple channels</p> <p>Balances creativity with knowledge that performance is about what can be measured in numbers</p> <p>Has maximised social media and all cost effective ways to maximise exposure and enhance or prolong marketing campaigns</p> <p>Understands the importance of brands and brand building</p> <p>Highly skilled at communicating and relationship-building on an organisational and individual level</p>	<p>Experience of recruiting and engaging a diverse range of volunteers or customers with strong repeat customer and customer retention strategies.</p> <p>Can evidence highly effective limited budget marketing campaigns</p> <p>Has experience of both above the line and below the line marketing</p> <p>Experience of corporate CSR and ESG programmes, social mobility issues or the care system and can demonstrate understanding of the challenges young people suffering disadvantage face.</p>

	<p>Experience of presenting and selling to diverse audiences and working with organisations to build lasting partnerships</p> <p>Strong copywriting skills and track record of effective written and verbal communication skills</p> <p>Highly organised with strong teamwork skills</p> <p>Competent in using Mailchimp, Wordpress, Hootsuite as well as databases, spreadsheets e.g. Word, Excel, etc</p>	<p>Understands design and its impact and how to best utilise key design packages</p>
Abilities	<p>Ability to remain organised in a multi-tasking working environment to strict deadlines</p> <p>Ability to manage and maintain a strong brand whilst ensuring local content and sense of ownership. Be national, think local.</p> <p>Ability to communicate with, present information to and engage groups and individuals both in person and via virtual platforms.</p> <p>Exceptional ability to build and maintain meaningful relationships with a broad range of stakeholders and sponsors</p>	<p>Commercially astute to establish and maximise all forms of partnership and budget support</p> <p>Ability to liaise with a range of individuals across organisations whilst maintain pace of delivery and quality relationships simultaneously</p>
Attitude & values	<p>Be the MCR Brand ambassador</p> <p>Positive, solution-focused attitude</p> <p>Willingness to train others complimenting strong people skills</p> <p>Relishes change and personal development opportunities</p> <p>Self-motivated, committed to MCR cause and values, with the resilience to secure successful partnerships.</p>	

Qualifications	Degree or equivalent Successful marketing campaign track record	
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