

Post: Marketing Manager
Grade: TBC
Responsible to: Head of Engagement
Responsible for: N/A

Introduction to Impacttt

IMPACTTT is an award-winning consultancy specialising in ethical trade, human rights, labour standards and international development, founded in 1997. Impacttt enables organisations to improve working conditions and livelihoods across global supply chains in a way that brings clear business benefits to both ends of the chain. We work with a wide range of stakeholders; from brands, retailers, factories, large institutions and government bodies to individual workers and local communities.

Impacttt helps to bridge the gap and deliver real change on the ground for workers and businesses, with our change-focused, innovative and practical approach. We are a passionate and committed team with extensive local experience. We have offices in the UK, China, Bangladesh and India, and a network of Impacttt associates across Europe, Asia, Africa and South America.

Job Purpose

To play an integral role in the implementation of Impacttt's Commercial Strategy, the Marketing Manager will be responsible for developing, delivering and monitoring Impacttt's strategic marketing activity as well as being a driving force in supporting the Head of Engagement and Impacttt consultants to generate new business leads.

Specifically, the role will be focused on:

- Supporting the Head of Engagement to drive Impacttt's business development and marketing activities.
- Supporting the Head of Engagement and Strategy to market and sell all Impacttt products and services to achieve the agreed annual target of invoiced revenue.
- To assume responsibility for developing and delivering a marketing calendar of high-quality, effective external communication tools including events, digital campaigns, website development etc.

Key Responsibilities:

- To assist in driving the implementation of Impacttt's Commercial Strategy (New Business Development, Client Services, Client Relations, Communications and Marketing) efforts in order to continuously improve client satisfaction, to maximise uptake of services by existing clients and to promote new business acquisition.
- Lead on developing Impacttt's external and internal facing marketing materials (e.g. newsletters, infographics, reports, social media content), including oversight of Impacttt's website.
- Plan, prepare and implement a calendar of external facing events to engage current and prospective clients and stakeholders, raising Impacttt's profile.
- Seek out opportunities for Impacttt consultants to secure external speaking engagement opportunities at conferences, events globally.
- Develop market intelligence research on industries and sectors where Impacttt's work could be utilised.
- Secure meetings with prospective clients to help drive proactive business development through cold calling and direct contact, where required.
- Be proactive in seeking and building relationships with new client for Impacttt's services in line with our strategic priorities.
- Regularly attend networking events to help raise Impacttt's profile.
- Manage the drafting and production of promotional materials.

Candidate specification

Post: Marketing Manager

Grade: TBC Category	Description	Essential / Desirable
Qualifications	<p>Degree or equivalent qualification in a related field such as management, marketing or business studies or successful proven track record in marketing or business development.</p> <p>Evidence of continually developing professional knowledge.</p>	<p>Essential</p> <p>Desirable</p>
Experience	<p>Experience of successfully marketing new products and services</p> <p>Minimum of 5 years of experience in international marketing.</p> <p>Demonstrable experience in business development.</p> <p>Experience in developing and managing digital media.</p> <p>International and cross-cultural work experience.</p> <p>Understanding of corporate social responsibility and ethical trade.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable.</p>
Knowledge and skills	<p>Detailed knowledge of marketing and marketing techniques.</p> <p>Strong copywriting skills for a business audience.</p> <p>Graphic Design skills, experience in Photoshop/Illustrator/InDesign (or comparable) Web design (Wordpress).</p> <p>Knowledge of ways of communicating with a diverse range of clients including businesses leaders and service users within a cross cultural context.</p> <p>Proactive and highly organised, with strong time management and planning skills.</p> <p>Able to meet tight deadlines and remain calm under pressure.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>

Other	A passion for Impactt's vision to vision to improve workers' livelihoods in a way that benefits businesses and workers.	Essential
	Ability to work outside normal hours including attendance at evening, and occasional weekend, meetings or events.	Essential
	Committed to the values and objectives of Impactt	Essential

Personal attributes:

The Post Holder should have and display the following personal attributes:

- Passionate about Impactt and the work that we do.
- High levels of energy, positive attitude and enthusiasm.
- Strong self-management and good team player.
- Strong sense of initiative and great capacity at working on his/her own.
- Pro-active – think about future needed actions and share with the rest of the team.
- Adaptable & Solution oriented – think about solutions to problems.
- Reliable, strong integrity and ethical behaviour.
- Excellent listening and interpersonal skills.
- Empathy with others and ability to respond accordingly.