

Job title	Marketing Manager		
Job family	Marketing and Audiences	Proposed band	D

Job purpose
<p>The BBC’s Marketing and Audiences (M&A) team help to shape content, commissioning strategies and editorial propositions informed by audience insight. We communicate and deliver these to audiences through compelling brand strategies, campaigns and audience engagement. Lead a team to deliver the BBC’s brand marketing strategy and creative delivery to the highest standards of creativity. You will help manage relationships with senior internal and external stakeholders across the business.</p> <p>Lead on the formation of brand and marketing strategy for a brand/genre, and deliver creatively outstanding and high quality campaigns that are on brand, on budget and on time with consistency of visual look, brand image, identity and communications messages across all media with a particular emphasis on digital.</p> <p>The role will work with in-house and external creative and strategic partners, to deliver a coherent, consistent brand marketing experience for audiences. This role requires the development of close working relationships with colleagues and stakeholders to ensure creative content delivers on overarching BBC brand strategies, and with the Media Engagement, Social Media and Audiences teams to ensure that content is distributed through the most effective media channels and monitored and evaluated appropriately.</p>

Key responsibilities and accountabilities
<p>Campaign Delivery</p> <ul style="list-style-type: none"> • Lead the development of major campaign briefs to deliver against strategic objectives (consumption, perception, brand) across multiple media and platforms. • Assist the Portfolio Head of Marketing/Head of Marketing in working upstream: lead relationships with stakeholders, shaping content/genres/programmes or products. • Lead and shape the delivery of effective and impactful creative work that reflects brand guidelines. • Ensure the annual plan and all campaigns campaigns are delivered within budgets and timeframes. • Lead relationships with internal creative teams (pictures/radio cross trails), Social Media, Communications, Audiences & external agencies. • Approve and comply all campaigns in line with BBC Editorial Guidelines and brand guidelines. <p>Strategy and Planning</p> <ul style="list-style-type: none"> • Develop individual BBC brands’ strategies within in the context of overall BBC Brand Strategy working with colleagues to develop campaign media strategies and agree appropriate media channels and press and public relations opportunities. • Agree targets for individual campaigns, and manage the necessary research in conjunction with Audience Research. • Undertake post-campaign evaluations using appropriate analysis and measurement tools. Use this with stakeholders to ensure that the marketing discipline plays a core role in

shaping product development and market positioning.

- Shape the evaluation process: lead regular reviews with colleagues and stakeholders to review campaign output.
- Manage the budget for the channel/genre/product campaigns and ensure campaigns are delivered within budgets and timeframes.
- Develop plans to manage key channels/genres/products through the key stages of launch, growth, maturity and decline.
- Lead relationships with multiple BBC stakeholders to deliver projects with their full support.
- Lead regular reviews with managers and stakeholders to review campaign output vs brand guidelines.
- Manage and mitigate risks and issues; escalating as appropriate.

Leadership, Relationships and Development

- Lead, and sometimes line-manage the Marketing Co-ordinator(s) and/or Marketing Executive(s) to deliver the marketing plan and team objectives. Where relevant, setting out individual objectives, responsibilities and performance expectations.
- Deputise for Head of Marketing or Portfolio Head of Marketing when required.
- Oversee team interactions to ensure collaborative relationships with creative resources, both in-house and from agencies to optimise output. Establish effective working relationships with Audiences, Social Media, Communications & Media Engagement teams.
- Inspire the team to innovate, by keeping ahead of developments in the field of marketing and technology/digital trends, maintaining links with the industry and incorporating insight into marketing activity.

General

- Drive efficiency and effectiveness in everything the BBC delivers to provide value for money for BBC licence fee payers
- Comply with all relevant BBC safety rules, procedures and guidelines, and be aware of responsibilities under the BBC safety policy
- Comply with the BBC's policies on Diversity and to apply the principles of the policy when carrying out the role
- Contribute to making M&A a fantastic place to work and to attract and motivate the best people.

Knowledge, skills, training and experience

Essential

The Marketing Manager is expected to have marketing experience within the media industry or an industry with similar scale and complexity.

- In this context they will need to demonstrate knowledge and successful experience of:
- Managing and developing major brands through their lifecycle in a complex business or media environment, using advanced marketing techniques.
- Knowledge of qualitative and quantitative research techniques.
- Innovating in digital and social media campaigns, within the media or an industry of similar scale and impact.

- Leading team members to manage delivery through in-house and third party creative resources
- Successful team leadership, able to manage self and others within a complex matrix environment
- Delivering with a marketing budget and using resources effectively to successfully balance creative aspirations with limited financial and other resources.
- Driving collaboration across organisational boundaries
- Understanding of BBC Brands, and knowledge of the broadcasting industry and a demonstrable interest in its output
- Ability to build and maintain effective relationships with senior managers across a wide range of disciplines.
- Ability to influence and persuade people at all levels to build support for courses of action
- Able to anticipate the challenges and opportunities which arise from market place developments and translate these into a coherent medium to long term strategy.
- Passion for and a good understanding of the BBC in the context of public policy
- Experience of developing and implementing strong brand identities

Desirable

- Experience of the BBC and its place in the media market.
- Understanding and experience of BBC editorial compliance and Fair Trading policies

Job impact

Decision making

- Will take a lead role in ensuring on time delivery of all strategic and creative aspects of project development
- Responsible for the day to day leadership on a particular area of the BBC, and delivery of the marketing plan for that area

Scope

- Stakeholders and key relationships, including line management responsibilities, are role dependent

Other information

For Reward team use only

Job Code	
Definition:	Content Support

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	BBC Global News
Reports to (title)	Vice President Marketing and Insight, Global and EMEA
Location base	London

Organisation structure	
<p>BBC Global News comprises of the BBC World News TV channel and BBC.com/news and was created to exploit the opportunities of convergence by bring all the international commercial news services together.</p> <p>BBC Global News is a “profit for purpose” company focused on delivering the BBC’s public purposes in international news through commercial funding by focusing on audiences, commercial effectiveness and efficiency across the BBC’s two commercial news platforms.</p>	

Additional job specific responsibilities and accountabilities

Marketing Manager – Ad Sales.

Reporting to the Vice President Marketing & Insight, Global and EMEA, the postholder is responsible for managing marketing activities to support the Advertising Sales team to help reach the revenue targets of BBC World News and BBC.com.

Working with the Vice President Marketing & Insight, Global and EMEA, as well as with colleagues in Advertising Sales, the postholder will develop and implement the marketing plan for this area of the business across key markets in Europe and Africa (excluding UK). The postholder will also work closely with colleagues in the consumer and affiliate Marketing team where cross- marketing support is required.

The postholder will be, as part of the BBC Global News Marketing team, responsible for the BBC World News and BBC.com/news brands amongst the media and advertising community. He/she will be responsible for the way in which we present ourselves to this target group across a range of marketing activities including but not limited to advertising, sponsorship, direct mail, events, hospitality, sales collateral, presentations and web/microsites.

Success in this role relies on the ability to build collaborative relationships at multiple levels internally. A positive, upbeat approach and the ability to manage a number of simultaneous tasks and projects whilst remaining calm and focused are also key factors to successful performance.

Key Responsibilities:

- Develop and manage key B2B marketing activities for Advertising Sales of BBC World News and BBC.com in Europe (ex UK) and Africa to support the team in delivering budgeted ad revenues.
- Management of individual project budgets, ensuring cost effectiveness and delivery of projects within allocated budgets.
- Work closely with the rest of the Ad Sales Marketing team (including teams in our international offices) to ensure a collaborated approach to all projects
- Supporting the Advertising Sales team with tactical activity to support pitch proposals, often at short notice. Ensuring the marketing support they receive

maximises their chances of success in winning the business.

- Working closely with the Audience Insight team to ensure all marketing activity is based on insight of our audiences
- Working closely with PR & Distribution Marketing team to leverage activity and align B2B marketing approach and trade facing activities including branding, events and the B2B commercial website.

Person Specification
Knowledge, Skills and Experience

- Extensive experience in B2B marketing, preferably with a media owner or in the media/creative industry.
- Experience of working closely with sales teams
- Experience of B2C marketing as this will form an important part of the role with clients/partners
- Extremely strong negotiator and influencer – must have the experience and confidence to challenge requests and influence/gain buy in from the sales teams where relevant
- Experience of working in a global role would be preferable

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	