

<b>Job title</b>	<b>Marketing Coordinator</b>		
<b>Job family</b>	<b>Marketing and Audiences</b>	<b>Band</b>	<b>B</b>

**Job purpose**

The BBC’s Marketing and Audiences (M&A) team help 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. The Marketing Coordinator works in the formation of brand and marketing strategy as well as the delivery and evaluation of multi-media campaigns and marketing collateral, helping deliver campaigns across all media

**Key responsibilities and accountabilities**

**Campaign Delivery**

- Develop campaign briefs to deliver strategic objectives (consumption, perception, brand).
- Support the delivery of work that reflects brand guidelines.
- Work with colleagues to ensure campaigns are delivered within budgets and timeframes.
- Work with internal creative teams (pictures/radio cross trails), social media, communications, audiences and external agencies.
- Ensure all marketing and communications activity is correctly complied (reflecting BBC brand guidelines) and is in line with BBC Editorial Guidelines.

**Strategy and Planning**

- Support the planning process and execute activities within marketing plans for specific campaigns based on campaign briefs and media strategies.
- Work closely with BBC stakeholders to deliver projects with their full support.
- Contribute to regular reviews with managers and stakeholders of campaign output vs brand guidelines.
- Identify risks and issues and escalate as appropriate.

**Relationships and Development**

- Establish good working relationships with audiences, social media, communications and media engagement teams.
- Aware of developments in the field of marketing and technology/digital trends, maintain links with the industry and incorporates into marketing plans where possible.

**General**

- Deliver efficiency and effectiveness to provide value for money.
- 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 apply the principles of the policy when carrying out the role.
- Contribute to making M&A a fantastic place to work and to attracting the best people.

**Knowledge, skills, training and experience**

**Essential**

The Marketing Coordinator will be expected to have some marketing experience and a good understanding of the media sector or an industry of similar scale and complexity.

The role requires knowledge and experience of:

- Assisting and managing on all aspects of a marketing campaign including evaluation.
- A record of creative achievement.
- Managing stakeholder relationships.
- Ability to work on own initiative while seeking appropriate input.
- Able to critically evaluate ideas and information.
- Organised and efficient.
- Good written and spoken communication, with good presentation skills.
- Able to adapt and make improvements to working practices.
- Able to work as a member of a team and collaborate across organisational boundaries.
- Ability to meet targets and deadlines while managing a wide range of concurrent activities.

**Desirable**

- Experience of working in the media from an agency or client side perspective.

**Job impact**

**Scope**

- Stakeholders and key relationships 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.

<b>Division</b>	<b>Chief Customer Officer Group</b>
<b>Reports to (title)</b>	<b>Marketing Manager</b>
<b>Location base</b>	<b>London - New Broadcasting House</b>

<b>Job specific responsibilities and accountabilities</b>
<p><b>Roles and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Develop campaign briefs to deliver strategic objectives and within timeframes</li> <li>• Work with internal creative teams (pictures/radio cross trails), social media, communications, audiences and external agencies and build strong relationships across the business</li> <li>• Work closely with BBC stakeholders to deliver projects with their full support.</li> <li>• Contribute to regular reviews with managers and stakeholders of campaign output vs brand guidelines.</li> <li>• Identify risks and issues and escalate as appropriate.</li> <li>• Aware of developments in the field of marketing and technology/digital trends, maintain links with the industry and incorporates into marketing plans where possible.</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Deliver efficiency and effectiveness to provide the best experience for our audiences</li> <li>• Comply with all relevant BBC safety rules, procedures and guidelines, and be aware of responsibilities under the BBC safety policy.</li> <li>• Comply with the BBC's policies on diversity and apply the principles of the policy when carrying out the role.</li> <li>• Contribute to making the BBC a fantastic and innovative place to work</li> </ul>

<b>Approval</b>	
<b>Manager</b>	Marketing Manager (BBC One)
<b>HR Business Partner</b>	Bridget Kane
<b>Date</b>	13/01/2022