

Job title	Marketing Manager		
Job family	Marketing and Audiences	Band	D

Job purpose

The Marketing Manager helps shape content, commissioning strategies and editorial propositions informed by audience insight. The role leads a team to deliver the BBC’s brand marketing strategy and creative and helps manage relationships with senior internal and external stakeholders across the business.

Key responsibilities and accountabilities

Campaign Delivery

- Lead the development of major campaign briefs to deliver against strategic objectives (consumption, perception, brand) across multiple media and platforms.
- Support the Portfolio Head of Marketing/Head of Marketing leading relationships with stakeholders, shaping content/genres/programmes or products.
- Direct and shape the delivery of effective creative work that reflects brand guidelines.
- Ensure the annual plan and all campaigns are delivered within budgets and timeframes.
- Develop relationships with internal creative teams (pictures/radio cross trails), social media, aommunications, audiences and external agencies.
- Approve and ensure all campaigns comply and are in line with BBC editorial and brand guidelines.

Strategy and Planning

- 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 to ensure marketing informs product development and market positioning.
- Shape the evaluation process by leading regular reviews of campaign output with colleagues and stakeholders.
- Manage the budget for the channel/genre/product campaigns and ensure delivery within budgets and timeframes.
- Develop plans to manage key channels/genres/products through launch, growth, maturity and decline.
- Lead relationships with multiple BBC stakeholders to deliver projects with their full support.
- Hold regular reviews with managers and stakeholders of campaign output vs brand guidelines.
- Manage and mitigate risks and issues escalating as appropriate.

Leadership, Relationships and Development

- Lead, and on occasion line-manage the Marketing Co-ordinator(s) and/or Marketing Executive(s) to deliver the marketing plan and team objectives, 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 and media engagement teams.
- Inspire the team to innovate, be aware of developments in marketing and technology/digital trends, maintain links with the industry and incorporate insight into marketing activity.

General

- Lead 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 good place to work, attracting and motivating 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 including

- 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.
- Team leadership, able to manage self and others within a complex matrix environment.
- Delivering with a marketing budget and using resources effectively balance creative aspirations with limited financial and other resources.
- Leading collaboration across organisational boundaries
- Knowledge of the media industry and an interest in its output.
- Ability to build and maintain effective relationships with senior managers across a 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.
- Experience of developing and implementing strong brand identities.

Desirable

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

Job impact

Scope

- 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	Chief Customer Officer Group - Marketing & Audiences
Reports to (title)	Head of Digital Marketing Development
Location base	London (W1A) or Salford (M50)

Organisation structure

The BBC Online marketing team is responsible for evolving and delivering brand and marketing strategies across the BBC products throughout their lifecycle in order to strengthen and maintain their position in the fiercely competitive entertainment marketplace.

This includes designing and implementing forward-thinking, digital-first and ROI-driven strategies and plans in partnership with key stakeholders across Marketing and Audiences, Product, Editorial, UX, Communications, Business Development in order to shape product content and brand.

We are looking for a digital marketing manager with solid digital marketing expertise to join our team as a maternity leave cover. The contract is for 12 months. The role is directly responsible for driving BBC digital-first direct acquisition effort (including ASO and SEO) as well as guidance and support to the wider BBC marketing teams. This role also requires partnering and working very closely with specialists in social media, CRM, media-planning, product marketing and content marketing and so the ideal candidate must be able to easily adapt to working across different workgroups across different products.

Additional job specific responsibilities and accountabilities

The key skills required are:

- Experience in mobile app marketing with strong knowledge in ASO and App acquisition/retention campaigns
- Experience with the setup and running acquisition campaigns on social media and digital ad networks for digital platforms and brands
- Familiar with mobile analytic tools such as Appsflyer, Appsfigures, AppAnnie, SensorTower
- SEO/SEM expertise
- Familiar with social tools such as CrowdTangle and Brandwatch
- Capable of optimizing and evaluating end to end consumer journeys and user funnels
- A strong analytical mind-set, capable of measuring and reporting performance of digital marketing campaigns and conversion tests, and assess against goals (ROI and KPIs)
- Able to identify trends and insights, and optimize spend and performance based on the insights
- Prepared to be self-starter across new projects and lead relationships with multiple BBC stakeholders to deliver projects with their full support.
- 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.
- 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 product development and market positioning.

Approval

Manager	Ian Wolfe – Head of Digital Marketing Development
HR Business Partner	Bridget Kane
Date	28/07/2021