

Job title	Marketing Manager		
Job family	Marketing and Audiences	Band	D

Job purpose

The Marketing Manager (Masterbrand) role leads delivery of the BBC’s brand marketing strategy and creative campaigns. It plays a key role in managing relationships with content marketing colleagues, senior internal and external stakeholders across the business, to develop an aligned approach to messaging.

Key responsibilities and accountabilities

Campaign Delivery

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

Strategy and Planning

- Develop and implement the overall BBC brand strategy, working with colleagues to develop campaign media strategies and agree appropriate media channels and press and public relations opportunities.
- Work with marketing peers for individual brands (BBC One, Three, iPlayer, etc) to ensure a consistent approach to brand platforms and campaign executions.
- 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 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 Chief Customer Office Group 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
<p>Scope</p> <ul style="list-style-type: none">• Line management responsibilities are role dependent.