

Job title	Marketing Manager		
Job family	Marketing and Audiences	Band	D

Job purpose

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.

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.

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.

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.
- 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.

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. 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

<p>resources</p> <ul style="list-style-type: none"> • 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 <p>Desirable</p> <ul style="list-style-type: none"> • Experience of the BBC and its place in the media market. • Understanding and experience of BBC editorial compliance and Fair Trading policies

Job impact
<p><i>Decision making</i></p> <ul style="list-style-type: none"> • 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 <p><i>Scope</i></p> <ul style="list-style-type: none"> • 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	M&A Online
Reports to (title)	Head of Marketing, BBC Online
Location base	London or Salford

Organisation structure
<p>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.</p> <p>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.</p> <p>We are looking for a marketing manager with solid digital marketing expertise to join our team for a 12 month maternity cover and be more directly responsible for driving BBC digital-first direct acquisition effort 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.</p>

Additional job specific responsibilities and accountabilities
<p>Key skills required are:</p> <ul style="list-style-type: none"> • 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, 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	Janine Horsfall, Head of Marketing BBC Online
HR Business Partner	
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