

<b>Job title</b>	<b>Marketing Manager</b>		
<b>Job family</b>	<b>Marketing and Audiences</b>	<b>Proposed band</b>	<b>D</b>

<b>Job purpose</b>
<p>The BBC’s Marketing and Audiences (M&amp;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>

<b>Key responsibilities and accountabilities</b>
<p><b>Campaign Delivery</b></p> <ul style="list-style-type: none"> <li>• Lead the development of major campaign briefs to deliver against strategic objectives (consumption, perception, brand) across multiple media and platforms.</li> <li>• Assist the Portfolio Head of Marketing/Head of Marketing in working upstream: lead relationships with stakeholders, shaping content/genres/programmes or products.</li> <li>• Lead and shape the delivery of effective and impactful creative work that reflects brand guidelines.</li> <li>• Ensure the annual plan and all campaigns campaigns are delivered within budgets and timeframes.</li> <li>• Lead relationships with internal creative teams (pictures/radio cross trails), Social Media, Communications, Audiences &amp; external agencies.</li> <li>• Approve and comply all campaigns in line with BBC Editorial Guidelines and brand guidelines.</li> </ul> <p><b>Strategy and Planning</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Agree targets for individual campaigns, and manage the necessary research in conjunction with Audience Research.</li> <li>• 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</li> </ul>

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.

<b>Division</b>	<b>BBC National Orchestra &amp; Chorus of Wales</b>
<b>Reports to (title)</b>	<b>Director, BBC National Orchestra &amp; Chorus of Wales</b>
<b>Location base</b>	<b>BBC Hoddinott Hall, Cardiff Bay</b>

<b>Organisation structure</b>	
<p>This is a key role requiring enthusiasm and creativity from a strategic thinker and marketing, communications and digital expert. Leading and managing a team responsible for on and offline marketing, campaigns, press and PR, events and digital activity for BBC National Orchestra and Chorus of Wales (BBC NOW)</p> <p>The Marketing Manager, National Orchestra and Chorus of Wales has line management responsibility for:</p> <ul style="list-style-type: none"> <li>• Marketing Executive - who in turn manages 2 x Audience Line Operators</li> <li>• Marketing Coordinator</li> <li>• Communications Executive</li> <li>• Assistant Content Producer, Digital</li> </ul> <p>The post holder is a member of the BBC NOW Senior Management Team and will play an active role in driving forward BBC NOW's strategic, artistic and business plans.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<p><b>Role purpose</b></p> <ul style="list-style-type: none"> <li>• To raise the profile and awareness of BBC National Orchestra and Chorus of Wales, its brand, all activities, output and achievements to the widest possible audience, both nationally and internationally, seeking to position the Orchestra and Chorus as a leader in the cultural sector.</li> <li>• To provide a creative vision for all of BBC National Orchestra and Chorus of Wales integrated strategic marketing, communications and digital activity</li> <li>• To lead, manage and focus the team to ensure that BBC National Orchestra and Chorus of Wales has an effective, creative and coordinated strategic approach to all on and offline communications media and channels.</li> <li>• Contribute to the wider senior management leadership of the BBC National</li> </ul>

Orchestra and Chorus of Wales

**Key responsibilities**

- To develop and manage strategic plans to deliver integrated marketing, digital and communications/PR activities for the BBC National Orchestra & Chorus of Wales
- To increase brand awareness and earned income of BBC National Orchestra and Chorus of Wales and promote understanding of its role, value and importance.
- To maximise opportunities internally and externally to support key strategic aims.
- To manage the Orchestra and Chorus's marketing and communications budget. Taking overall responsibility for meeting the Orchestra and Chorus's sales targets, and managing the work of the department to achieve these targets.
- Seek to continually develop the Orchestra and Chorus's audience base, both through subscriptions and single ticket purchases.  
To work with colleagues as appropriate to devise and implement audience development initiatives to further understand our audiences and better meet their needs.  
To drive digital innovation for BBC NOW – building on live-streaming and working to build audiences through digital.  
To work with the Director on the development of strategic plans and publications, including annual reporting for Arts Council of Wales.

**Skills, Knowledge & Experience**

- Experience working in an arts marketing environment at a senior management level with a track record of strong, brand led, campaigns. A professional marketing qualification would be beneficial.
- A proven track record in delivering audiences for arts events.
- Understanding and experience of box office systems and using audience data to inform and influence marketing decisions
- Experience of leading significant press and communications campaigns
- A track record of building engagement through digital – experience of live streaming and content led marketing would be advantageous
- A track record of strong stakeholder engagement
- Experience of commissioning and reporting of audience research, and the integration of findings into future strategic plans.
- Knowledge of Welsh language requirements and experience in implementing Welsh language policy.
- Demonstrable knowledge and experience of development actions that will help increase audience diversity and promote inclusivity