



Marketing & Events Manager

About the role:

BF Adventure was established 30 years ago and has developed a 60-acre activity site together with a highly skilled team to deliver flexible programmes of inclusive, adventurous outdoor activities for children, young people and their families.

With appropriate support provided from within the team the Marketing Managers role is to lead the overall marketing and communications strategy for the charity and activity center. Whilst comprehensive the job description and role expectations are managed within the time and resources available, the role will oversee our two main annual fundraising events; the Coast to coast cycle ride and the Charity ball and will support at a limited number of business and sector specific fairs and networking events

At BF Adventure our mission is to **inspire, challenge** and **motivate** people, especially young people, to develop their **life skills** and to bring about **positive change**. We work in line with a set of core organisational values:

BF ADVENTURE VALUES

JOURNEY OF CHANGE

CHANGING PERSPECTIVES



We embrace diversity and recognise everyone has a part to play in life. No one should face discrimination and we challenge both its roots and its impact.



TRUST

At BF Adventure we believe that our environment, should be a safe space for all, igniting positive relationships based on trust and respect.

EMPOWERING

We listen to you and value your opinion. We enable you to face challenges and make informed decisions.

COLLABORATING

We believe working together achieves the best results. We actively explore new partnerships with those who share our values.



INTEGRITY

We welcome a culture of honesty and openness that allows us to learn and grow together. We do what we say!



SUSTAINABILITY

We seek to deliver lasting change and to minimise our impact on the planet.



Job Description

Job Title: Marketing & Events Manager

Level: 4 of the BF Adventure Staff Matrix

Salary/Hourly Rate: £17,635.80 to £21,348.60 pro rata (dependent upon experience and qualifications)

Hours: 14 per week

Term: Fixed term 12 Month Contract (Subject to review).

Responsible to: Chief Executive Officer

Role Summary and Accountabilities:

- The marketing manager will directly support and drive sales across 'mainstream/group' operations and support programme recruitment within the Core charity delivery areas
- The marketing manager will manage the day to day marketing activities (including digital) of the organisation and long-term marketing strategy for the charity.
- The marketing manager is responsible for overseeing internal and external communications insuring messages are consistent.
- The marketing manager will lead 'fundraising' & promotional events, coordinating with Volunteers and supporters.

Job Description:

Key tasks: (Note that this may be subject to change and can be delegated where appropriate although this role retains overall responsibility for areas identified below)

- Developing the marketing strategy for the organisation in line with charity objectives.
- Co-ordinating marketing campaigns with sales activities to achieve set sales targets.
- Overseeing the marketing budget.
- Planning and implementing promotional campaigns.
- Preparing online and print marketing materials & campaigns.
- Monitor and report on effectiveness of marketing communications.
- Maintain effective internal communications to ensure that all relevant team members are kept Informed of marketing objectives.

Digital:

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilising a range of techniques including paid search, SEO and PPC.
- Improving the usability, design, content and conversion of the website
- Evaluating customer research, market conditions and competitor data.

Brand:

- Developing the brand plan and brand strategy and ensuring all aspects align with the ethos and goals of BF Adventure.
- Creating an enduring brand message that results in increased sales, brand loyalty and improving market share.
- Championing the brand internally making sure all elements of the organisation understand the Brand and its goals.
- Developing high quality and effective marketing materials that align correctly with the overall brand strategy.



- Seek out new marketing opportunities that fit with the brand and maximising all opportunities for growth.

Communications:

- Developing the integrated communications strategy for the charity incorporating PR, Marketing and Online.
- Implementing communications plans to increase brand awareness and recognition for the organisation.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Writing UK press releases for local and national media.
- Monitoring press stories relating to the charity and its brand and maximising opportunities for positive PR and playing down any negative PR.
- Collating and analysing current communications and messages and ensuring consistency.
- Developing and leading the charities internal communication strategy

Social Media:

- Engaging with customers through the use of social media.
- Keeping up to date with advances in social media technology and the latest social media platforms.
- Maximising follower's social media platforms such as Facebook, Twitter, Google plus and Pinterest.
- Ensuring that approaches to social media are relevant and appropriate for each medium.
- Monitoring social media for customer comments both positive and negative.
- Building reporting frameworks to evaluate return on investment on the various platforms.
- Developing a content calendar across all platforms ensuring a constant supply of relevant content.
- Searching social media for off-diary stories and content.

Fundraising:

- Development, organisation and delivery of Fundraising and promotional events
- Develop and maintenance of Corporate partners and business partnerships
- Develop and maintain 'BF Friends' scheme
- Coordinate closely with Volunteer teams and relevant stakeholders to maximise opportunity and ensure smooth running of events.

Reception

- *To provide cover for this role, on average anticipated at 2 fixed day per month - To act as the 'face' of BF Adventure, being the first point of contact for our customers, to facilitate efficient communications across the organisation, supporting the bookings process and taking phone and web-based bookings were appropriate*

Other

- Due to the varied and ever-changing nature of operations at BF Adventure you may be required to undertake additional roles, responsibilities and tasks* as necessary to facilitate the smooth running of activities

*(within your level of experience, training and capability)



Person Specification

Key Qualities and Competencies

Essential qualifications / training/experience

- Relevant Marketing Qualifications
- Experience managing PPC, SEO and Affiliate programmes.
- Strong understanding of current online marketing concepts, strategy and best practice.
- Experience of the full marketing mix is essential.
- Previous experience as a communications lead for a similar organisation would be a strong advantage.
- Strong understanding of content management systems.
- Excellent understanding of digital marketing, search engine optimisation and how social media impacts this.
- Full Driving License

Desirable

- Bachelor's degree in marketing.
- Qualified chartered marketer.
- Qualified member of the CIM or equivalent.
- A proven ability to lead communications, social media, brand strategies in other organisations.
- Safeguarding Training

Personal Qualities

- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.
- The ability to influence staff on a 360 basis both up and down the organisation is essential
- Highly articulate individual with excellent written communications and presentation skills are essential.
- Passionate and results driven individual.
- Committed to the vision and values of BF Adventure with a desire to make a difference
- To be approachable, open, responsive and dependable
- To be innovative and creative whilst maintaining a business focused outlook
- Establish and maintains positive working relationships with others, both internally and externally, to achieve the goals of the organisation
- Anticipate, understand and respond to the needs of clients.
- Able to work effectively under pressure including the ability to prioritise own workload and support others to do the same in a team setting
- The ability and willingness to work flexible hours
- Able to self-assess and reflect on performance

Please see next page....



BF Adventure is committed to safeguarding and promoting the welfare of young people and expects all staff and volunteers to share this commitment. This post will require an enhanced DBS check.

What next:

- Please complete the Application Form and the Equal Opportunities Monitoring Form. These forms can be found on our website. You can either use the online version or the Word format
- If you choose the Word document please save the Application Form in the following format:
Your name_Marketingapplication_date
- Please email the form to jobs@bfadventure.org with the email subject Marketing Application

The closing date for applications is close of play 20th March

Interviews are scheduled to take place on 28th March although this is subject to change.

Please do not hesitate to phone us on 01326 340912 if you have any questions. Many thanks for your interest and we look forward to hearing from you!