



Job and person specification:

Digital and Engagement Manager

Department: Engagement and Income

Location: CPRE, the countryside charity national office

Reporting to: Head of Brand, Communications and Engagement

Responsible for: Digital Engagement Officer

Job summary

Responsible for translating consumer insights into brand ideas; delivering integrated multi-channel marketing and communications campaigns to engage, educate and inspire external audiences to be part of our movement.

Scope

- Responsible for the setting, management and reporting of budgets for own portfolio of activities (with final budget sign off from the Head of Brand, Communications and Engagement).
- Contributes to strategic decisions and makes constant function-based, operational ones, getting sign-off for those with higher risk.

Key relationships

- Internally – all other CPRE Heads of Departments and Managers, own team, Media Lead – Campaigns, and works across most internal teams
- Externally – represents CPRE at conferences, events, and Sector Networks and with stakeholders including suppliers, external consultants, agencies, media and other organisations
- Networks – regular contact with local CPRE groups
- Agencies and consumer media



Key areas of responsibility

- Create and deliver inspiring, innovative and effective marcomms strategies across the entire spectrum of comms disciplines to support all facets of our work to broaden and increase public support, including lead generation.
- Work across departments (especially with our Content Strategy and Publications team) and across our network of local groups to bring the CPRE brand to life through compelling storytelling about CPRE’s work and its impact.
- Support the Head of Brand, Communications and Engagement with delivering research, reports and analysis on all aspects of communications including competitors’ activity, audience insight and research, consumer markets and market trends.
- Support the development of ‘supporter journeys’, working across the organisation, and managing the coordination and overview of all supporter communications.
- Act as one of the ‘brand guardians’ ensuring consistency across all internal and external communications, and develop key messages, ensuring appropriate and consistent language and terminology.
- Role model CPRE’s values and behaviours and coach teams/individuals to do the same.
- Manage team member(s) to ensure fulfilment of operational objectives and values, ensuring efficient use of resources, and providing good communication and support (including wellbeing).
- Proactive responsibility for own development and that of others through learning, networking, self-appraisal and other opportunities for growth.
- Support Operational Management and Senior Leadership Teams on any other relevant issue as so required.

Essential	Desirable
<p>Demonstrable experience in digital marketing and/or communications – on either agency or client side</p> <p>Proven experience of developing and implementing external integrated marcomms campaigns, including digital, from concept to evaluation</p> <p>Track record of successfully managing creative partners to deliver marketing and advertising campaigns</p>	<p>Experience of delivering effective (digital and non) marcomms campaigns that generate/convert leads for sales/income generation</p> <p>Delivered successful and high profile brand launches or brand communications events</p> <p>Charity marketing and/or comms experience</p> <p>Knowledge of design principles and practice</p>



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<p>Understanding of the legislative framework around brand and marketing</p>	<p>Degree in digital marketing, communications, marketing or a related field, or equivalent qualification</p> <p>Charity-specific knowledge</p> <p>Knowledge of Adobe Creative Suite</p>
<p>A proven creative thinker with experience in identifying and targeting diverse audiences and taking them on effective supporter journeys</p> <p>Exceptional project management skills and experience</p> <p>Strong analytical skills and data-driven thinking</p>	<p>Experienced communicator, especially in drafting, proofreading and editing</p> <p>Good level of budgeting skills</p>
<p>Experience of the management and development of teams</p> <p>Able to collaborate and build effective working relationships, both internally and externally, with a diverse range of people</p> <p>Good influencing and negotiating skills</p> <p>Proven ability to engage individuals and groups of internal and external stakeholders to achieve coordination, integration and success</p> <p>Ability to recognise when there is a need for change or improvement and adapt quickly</p> <p>Enthusiastic and proactive</p>	
<p>Occasional evening and/or weekend work will require some flexibility in working hours from time to time</p>	