

Job title	Marketing Manager
Reports to	Head of Marketing, Membership & Digital (MMD)
Hours of work	30 hours per week with preferred availability to work Mondays
Salary	SCP 29 - 32, £38,626 - £41,511 FTE dependent on experience. Plus Local Government Pension Scheme
Line Management Responsibility	Communications Officer, Sales & Marketing Officer & Digital Executive
Location	Home based with occasional travel to our head office in Taunton and to SLCC events

Purpose of the Role

- Lead the marketing and communications efforts for the Society of Local Council Clerks (SLCC), the Local Council Consultancy (LCC) and any other SLCC brands.
- Enhance member engagement, retention, and acquisition through targeted marketing strategies.
- Collaborate with the Head of MMD and cross-functional teams to align marketing initiatives with organisational goals.
- Drive brand visibility and create compelling content across various online and offline marketing channels.
- Drive initiatives to promote awareness and inclusion among members and the wider sector such as Local Council Clerk Week.
- Work with the Head of MMD and Digital Executive to develop and implement an AI strategy to leverage technological advancements in marketing.
- Manage internal communications in collaboration with the Communications Officer to ensure consistent messaging within the organisation.
- Oversee the commercial strategy to meet financial targets by creating income-generating, high-quality service packages.
- Work with the Head of Policy and External Communications to develop and execute external press releases.

Key Duties & Responsibilities

- Oversee all marketing and communications efforts for SLCC and LCC, including promoting their products and services such as events, qualifications, training, and local branches to budget and deadline.
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- Lead the commercial strategy, maximising SLCC's commercial ventures such as exhibiting, advertising and sponsorships. Working with the Sales and Marketing Executive to meet financial targets by developing effective packages that generate income while maintaining service quality.
- Implement targeted marketing strategies to improve member engagement, retention, and acquisition, creating a sense of community and inclusion across the membership.
- Lead and mentor a team of three marketing professionals, supporting their development and ensuring high performance.
- Work closely with the Head of MMD, and other departments to align marketing initiatives with broader organisational goals.
- Increase SLCC's brand visibility by creating and sharing compelling content across digital marketing channels working with the Digital Executive.
- Lead initiatives such as Local Council Clerk Week to raise awareness of the clerks' profession.
- Utilise the bespoke CRM system and the mailing platform for effective member communication, ensuring accuracy and relevance in data management.
- Collaborate with the Head of MMD and Digital Executive to develop and implement an AI strategy that enhances marketing capabilities and value of membership.
- Oversee internal communications, working with the Communications Officer to maintain consistent messaging throughout the organisation.
- Work alongside the Head of Policy and External Communications to create and distribute press releases, boosting visibility and strengthening SLCC's reputation.
- Conducting audience targeting, market research, and analysis to identify key demographics, understand member behaviour, and assess market trends, ensuring strategies are data-driven and effectively tailored to meet audience needs and organisational goals.
- Continuously monitor and assess marketing campaign performance, making data-driven adjustments to enhance effectiveness as well as SLCC surveys such as the biennial membership survey.
- Oversee the development and delivery of presentations that communicate SLCC initiatives to members, branches, and external stakeholders.
- General Office Tasks: Assist with general office-related tasks as required
- Undertake duties and activities as may be reasonably requested of you as an Officer of the SLCC

Person Specification		
Experience	E	D
Bachelor's degree in Marketing, Communications, or related field; or CIM qualification (Level 6)	X	
Minimum of 5 years' experience in a senior marketing role	X	
In-depth knowledge of digital marketing techniques, including SEO, SEM, email marketing, social media advertising, and content marketing.	X	
Knowledge of AI tools and their application	X	
Proficiency in CRM systems and experience in managing customer databases and segmentation.	X	
Strong analytical skills with the ability to interpret data, generate insights, and make data-driven marketing decisions.	X	
Excellent written and verbal communication skills, with the ability to craft compelling messaging and content for diverse audiences.	X	
Strategic thinker with the ability to develop and execute integrated marketing plans that drive results.	X	
Creative mindset with a passion for innovation and staying abreast of industry trends and best practices.	X	
Ability to manage multiple projects simultaneously, prioritise tasks, and meet deadlines in a fast-paced environment.	X	
Experience of line management	X	
Experience in budget management and resource allocation within a marketing department	X	
Skills	E	D
Strategic marketing planning	X	
Digital marketing (including social media, email, and content marketing)	X	
Excellent written and verbal communication	X	
Data analysis and interpretation	X	
CRM management	X	
Budgeting and financial management	X	
Team leadership and people management	X	
A can-do attitude	X	
Public relations		X

E – essential, D - desirable