

Job Description

Job title:	Marketing Manager
Salary	£38,897- £44,041 per annum (not including London weighting)
Reporting to:	Head of Communications and Marketing
Location:	Flexible (GB - occasional travel)
Budget responsibility:	Yes
Management responsibility:	Marketing and Research Coordinator, Marketing Assistant
Hours:	35 hours per week
Contract:	Fixed term, subject to project funding (current funding until 31 March 2026)

MAIN PURPOSE OF JOB:

The Marketing Manager is responsible for developing and implementing comprehensive marketing strategies for Living Streets and its trading subsidiary, Living Streets Services.

A key focus will be identifying schools to participate in WOW – our walk to school challenge.

Being organized and collaborative, you will have an excellent understanding of marketing and strong relationship building skills. Knowledge of the UK school system is desirable.

Responsibilities:

- Develop and implement marketing strategies and plans for Living Streets and our trading subsidiary, Living Streets Services, ensuring plans are in place to promote our range of projects and products to our key audiences, including schools, workplaces and local authorities.
- Lead on the marketing of our walk to school challenge to project and self-funding schools.
- Lead on establishing key stakeholder relationships to support the extending role out of our major project, including the Department of Education, academy trust groups, local authorities.
- Generate warm leads and ensure a smooth handover to Development and Delivery colleagues to continue the relationships.

- Working with marketing colleagues, manage the Expression of Interest (EOI) inbox, ensuring prompt triaging of enquiries, addressing general queries and sharing leads to the appropriate colleagues.
- Identify channels to market our products and projects to a range of audiences, i.e. partnerships, paid-ads, social media.
- Monitor and report on marketing activity, conversions and KPIs to advise colleagues on effective channels and identify opportunities to grow our profile.
- Take responsibility for marketing our projects and products on our channels, i.e. website, social media
- Work with Communications colleagues to produce marketing materials, ensuring messaging and materials follow brand protocols.
- Work closely with internal teams to ensure a cohesive approach to marketing initiatives.
- Manage relationships with external vendors, agencies, and partners to execute campaigns
- Line manage the Marketing and Research Coordinator and Marketing Assistant, ensuring personal development plan and targets are met.

OTHER DUTIES

- Be an ambassador for Living Streets to external audiences as required, promoting the Living Streets brand and messages, including at public events, in interaction with stakeholders.
- Be an active contributor to your department, to team meetings and away days.
- Support fellow staff and provide internal mentoring and training as appropriate.
- Adhere to Living Streets policies and procedures, maintaining good liaison across the organisation.
- Ensure the effective delivery of our Strategic Plan and Objectives.
- Ensure our equal opportunities policy is understood and implemented at all levels.
- Lead by example and ensure that the team works effectively and collaboratively.
- Contribute to the management of the organisation and be an active contributor to internal communications.
- Travel to London will be required to meet us with the team, along with occasional travel within the UK.
- Undertake other duties from time to time, as requested by the line manager, Director or Chief Executive.

Person specification

Applicants must be able to demonstrate:

Criteria (all criteria essential unless otherwise stated)	From application (✓)	At interview (✓)
Experience		
Experience of working in a marketing role, ideally in an education or charity setting, with a proven track record of achievement	✓	✓
Experience generating high quality support of campaigns and projects.	✓	✓
Proven success in generating marketing opportunities and coverage to grow impact.	✓	✓
Experience of developing strong relationships with delivery partners.	✓	✓
Experience of maintaining and following a brand	✓	✓
Experience of managing a team to deliver KPIs in a collaborative manner.	✓	✓
Experience in digital marketing and campaign management, such as Google Ads, third-party advertisers	✓	✓
Knowledge and skills		
Outstanding written and spoken communication skills, including the ability to communicate with people from a variety of professional and lay backgrounds	✓	✓
Project management skills and ability to coordinate complex projects	✓	✓
Good level of understanding of how to monitor and evaluate success	✓	✓
Knowledge and understanding of the UK education system (desirable)	✓	✓
Personal		
Ability to work flexibly, including occasional travel or evening and weekend working	✓	✓
Commitment to equal opportunities and the ability to implement the Living Streets' equality, diversity and inclusion policy	✓	✓
Understanding of, and commitment to, the agenda of Living Streets	✓	✓
Positive, 'can do' approach to tasks	✓	✓