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| **A** | **Post Details** | | | | | | | |
|  | Job Title: | Marketing & Commercial Partnerships Manager | Function: | Commercial Directorate | | | | |
|  | Location: | Four More London | Unique Post Number: | FML/D/048 | | | | |
|  | Reports To: | Head of Marketing & Commercial Partnerships | Grade: | MG1 | | | | |
| **B** | **Purpose of the Job** | | | | | | | |
|  | **Lead on owned media and smaller paid marketing campaigns:** plan and implement owned media campaigns across website, app, social media, eCRM and station assets, as well as paid advertising with regional media owners. Assist on larger paid marketing campaigns when required.  **Digital support:** Work closely with Head of Marketing and the Senior Campaigns Manager to support them across revenue generating digital marketing activity driving customers to the Southeastern Website or App.  **Commercial partnerships:** Source, secure and manage partnerships with key tourist destinations, attractions, and businesses across the Southeastern Network.  **Collateral:** Responsible for print, production, and delivery of essential Southeastern collateral such as station posters (including engineering works and customer information) and be the sole point of contact for the process, maintaining the business’ relationship with key suppliers to facilitate this.  **Social media:** Create and manage marketing posts across Southeastern’s social media. Maintaining a content calendar and reporting on key analytics. | | | | | | | |
| **C** | **Principal Accountabilities** | | | | | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9    C10  C11 | **Lead on internal marketing campaigns** **and smaller paid marketing campaigns**: Plan owned media campaigns across website, app, social media, eCRM and station assets to ensure engaging, cohesive campaigns. Managing the end-to-end process of campaigns, including briefing and developing creative treatment with the SE Graphic Designer with responsibility for relevant measurement and analytics.  **Partnerships:** Source, secure and manage strategic commercial partnerships with key destinations, attractions, and businesses across the Southeastern Network, ensuring benefit to Southeastern that will help deliver revenue and increase customers e.g. booking widget placement on partner’s websites.  **Southeastern Rewards:** Work in collaboration with the eCRM Manager to develop and deliver promotions and competitions for Southeastern Rewards emails.  **Digital and social media:** Create and manage marketing posts across Southeasterns social media. Taking sole responsibility for Instagram, liaising with Senior Campaigns Manager for LinkedIn content and supplying the Information Delivery Team with relevant marketing content for X. Maintaining a content calendar and work to grow and optimise Southeasterns digital channels.  **Collateral:** Responsible for print, production, and delivery of essential Southeastern collateral at stations, e.g. customer information posters for engineering works, marketing, and comms messaging plus customer leaflets, maps and timetables (when relevant). Responsible for processing orders, managing budget and maintaining relationships with key suppliers to facilitate this.  **Assist on strategic marketing campaigns:** When required and relevant, working with Head of Marketing and Senior Campaigns Manager to help with aspects of campaigns, including digital marketing and reporting on key analytics.  **Compliance:** Collaboration with internal legal and procurement teams to ensure compliant contracts and licence agreements and that customer competitions and terms & conditions are correct. While also liaising with industry partners to deliver on requirements for Department for Transport/Network Rail/RDG relating to compliance, delivery of station and passenger information collateral.  **Budget responsibility:** Responsibility for a budget of £0.5m requiring strong budget management and forecasting expertise.  **Communication skills**: Excellent communication skills enabling the development of relationships with Southeastern departments such as Facilities, Customer Services, Engineering and Communications to understand their requirements and deliver required assets and collateral.  **Design/Brand guidelines:** Close collaboration with the in-house designer, taking responsibility for briefing in required collateral and writing copy, adhering to Southeastern brand guidelines, agreeing creative treatment and copy and using excellent people skills to manage an often-complex approval process.  **Marketing copywriting:** Strong copywriting skills to ensure all output is compliant and on brand to enhance the customer experience. | | | | | | | |
| **D** | **Safety Responsibilities** | | | | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | | | | Yes |  | No | **🗸** |
| D2 | This is a KEY SAFETY POST | | | | Yes |  | No | **🗸** |
| D3 | This post requires SECURITY CLEARANCE | | | | Yes |  | No | **🗸** |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | | | | Yes |  | No | **🗸** |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | | | | Yes |  | No | **🗸** |
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| D6 | The post holder has the following specific safety responsibilities: | | | | | | | |
|  | * N/A | | | | | | | |
| **E** | **Decision making authority** | | | | | | | |
| E1  E2 | Recommendations for budget and spend for collateral  Taking appropriate action to meet deadlines | | | | | | | |
| **F** | **Most Challenging and/or Difficult parts of the Job** | | | | | | | |
| F1  F2  F3 | Managing priorities and delivery of requirements  Keeping up to date with partner opportunities  Managing expectations of internal departments and station colleagues regarding their asset requests and requirements. | | | | | | | |
|  | **Person Specification** | | | | | | | |
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| **G1** | **Experience, Knowledge & Qualifications – Essential**   * Excellent communication and interpersonal skills * Highly organised, able to manage multiple complex projects * Outstanding attention to detail * Strong copywriting skills * Experience collaborating with others on digital marketing campaigns * The ability to manage a budget and where relevant maximise the ROI * The ability to prioritise and work on own initiative, working to tight deadlines * Be able to think quickly and manage multiple projects * Previous experience working within a busy marketing team * Proficient in Microsoft Office Suite * Adaptability and creative problem-solving | | | | | | | |
| **G2** | **Experience, Knowledge & Qualifications – Desirable**   * Marketing degree or relevant experience | | | | | | | |
| **G3** | **Behaviours and Skills – Essential**   * Highly organised with the ability to manage multiple projects * Exceptional attention to detail * Friendly, open and approachable * Confident and able to network and maintain and acquire new partners * Proactive and diligent | | | | | | | |
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| H | **Dimensions of role** | | | | |
| H1 | Financial – Direct: £0.5m marketing budget | |  | | |
| H2 | Financial – Other: | |  | | |
| H3 | Staff Responsibilities N/A | |  | | |
| H4 | Staff Responsibilities – Other: | |  | | |
| H5 | Any Other Statistical Data: | |  | | |
| I | **Acknowledgement** | | | | |
| I1 | Prepared By: | Nikki Causer  Head of Marketing & Commercial Partnerships | | Date: | 22/01/25 |
| I2 | Approved By (Head of Department): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |