

Marketing Manager

Recruitment Pack

Contents

| | |
|---|----|
| 1. Your Application | 3 |
| 2. Welcome from Dave Neilson, Chief Executive | 4 |
| 3. About Fusion21..... | 5 |
| 4. Job Description & Person Specification | 6 |
| 5. Organisation Structure | 10 |
| 6. Recruitment Process..... | 11 |
| 7. Advert | 13 |

1. Your Application

Dear applicant,

Thank you for your interest in the position of Marketing Manager.

On the following pages you will find all the information you need to apply for this role, along with information about the recruitment process and key dates.

To apply for this role you should submit the following by the deadline stated:

- **A covering letter or supporting statement** explaining why you are interested in the role and in working for Fusion21. This should outline why you believe you are a good candidate for the post and how you meet the requirements set out in the person specification. This should be no longer than two pages of A4 in length.
- **An up to date CV** which clearly outlines your career history and major accomplishments. This should be no longer than three pages of A4.
- **A declaration form** which should be completed, although the equalities section is not mandatory. You should also state on this form if you cannot make any of the interview dates indicated in the pack.

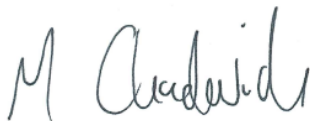
All applications should be submitted via the website link:

<https://www.fusion21.co.uk/about-us/careers/> with the role you are applying for clearly marked in the subject heading. You should receive confirmation that your application has been received within 24 hours, however if you do not receive a notification please contact us on 0845 308 2321.

Note that the deadline for applications is **always 12 noon on the closing day**, and applications submitted after this time will not be considered.

Within this pack you will find all the details of who to contact for an informal discussion, but if you want to speak to me directly, then I can be contacted on 0151 481 3013.

Yours,



Mark Chadwick
Director of Business Services
Fusion21 Ltd

2. Welcome from Dave Neilson, Chief Executive

Dear applicant,

I'm delighted that you are interested in applying for the role of Marketing Manager with us at Fusion21. I hope you find this pack helpful with your application.

Our business is all about making a real impact, and we remain committed to supporting our valued members by bringing genuine cashable cost efficiencies to public sector work programmes, and working in partnership to make a measurable difference within local communities

There couldn't be a better time to join us – as we focus on maintaining a strong commercial offer that supports the development of our business growth strategy, whilst maintaining our existing customers.

The role of Marketing Manager will play a key part in how we develop Fusion21 going forward as we continue to expand our busy Marketing team.

There are many benefits to joining our dedicated and talented team - some of which include working for Investors in People Gold organisation, which places our employees at the heart of everything we do. All of our employees have access to our learning and development offer – including studying for Chartered Institute of Procurement & Supply (CIPS) qualifications – and it remains our priority to support all staff to excel and extend their capabilities.

Passionate about delivering sustainable procurement and delivering social impact, we're proud to have won 'Best Contribution to the Reputation of Procurement' category at the prestigious Chartered Institute of Procurement Supply Management Awards 2016 and subsequently have become a CIPS Knowledge Partner, regularly sharing our procurement expertise on the topic of delivering public sector efficiencies.

I hope after considering the information in this pack, you continue with your application.

Yours,



Dave Neilson
Chief Executive
Fusion21 Ltd

3. About Fusion21

Our mission is simple: to help our members make a real impact in the public and social sectors.

Whether that means delivering bottom-line savings on goods and services with our procurement frameworks or supporting the incredible work done in your local communities, we're here to help our members achieve great outcomes and deliver social value on every project.

We provide fully compliant procurement frameworks for property, construction and the built environment, alongside community regeneration services designed to help tackle some of the biggest challenges facing people across the UK.

Active nationwide, we're proud to consistently win awards for our achievements in procurement and social value.

Key statistics:

- **500+** public sector members operating in the education, blue light, health, and social housing sectors – including local authorities;
- Saving members as much as **30%** on market prices with our frameworks.

To date we've:

- Saved our members more than **£269m** with fully compliant procurement frameworks.
- Generated more than **£106 million** of community impact;
- Created more than **7,500 jobs**.

4. Job Description & Person Specification

| | |
|------------------------|---------------------------|
| JOB TITLE: | Marketing Manager |
| RESPONSIBLE TO: | Head of Membership |
| SALARY: | £45-55k + 5% PRP |
| LAST REVIEWED: | November 2021 |

Introduction:

Fusion21 have grown considerably over the last five years and are now looking to add a proactive, creative and ambitious Marketing Manager to the team to manage and develop campaign plans, oversee the day to day running of the marketing team, projects and budgets, and build relationships with internal departments and external partners.

You'll play a key part in our growth strategy and help take our business to the next level by hitting our challenging but achievable growth targets.

You'll join an ambitious and entrepreneurial team where every day is different. We work hard on varied and creative projects. We're fun, flexible but focussed, and we're looking for someone who is committed to developing their career in a fast-paced environment and driven by exceptional service, quality and results. You'll be surrounded by exceptional marketing specialists with the opportunity to learn new skills and techniques.

The nature of the role is flexible. As a team, we all work independently and autonomously, coming together at key times. The role will provide flexibility and autonomy to the right person as well as a wide variety of projects from digital marketing to face to face marketing and much more in between. You'll be working remotely and independently, two to four days per week. The rest of the week will be divided up between office based 'keep in touch' days and partner meetings or strategy sessions. Every week will be different so flexibility will be expected. Hours too can be flexible for the right person, though we are looking for five days per week.

Success in this role means you'll make a demonstrable impact on the growth of both our business. The role is a what you make it, though there are some key responsibilities.

Marketing Manager Responsibilities:

Summary of role

- Lead on delivering the strategy and direction for all Marketing outputs
- To manage and develop marketing campaigns and oversee the day to day implementation within the marketing team, build relationships with internal departments and external partners.
- Manage the workflows and workload of marketing projects with the rest of the marketing team. You will have a hands-on team working with you.
- Work closely with external stakeholders (suppliers and partners) to complete projects swiftly and professionally.
- Work on campaigns from planning to final delivery, e.g. content campaigns, brand activation, new product launches, sponsorship, etc.

Principal Accountabilities

This is not a comprehensive list of all the tasks that may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken and is subject to regular review. The post holder is also expected to carry out other duties which are broadly consistent with the role as identified below:

People and Project Management

- Collaborative partnerships with the Project Management, analytics, design, development and content teams.
- Take responsibility for development, delivery and evaluation of projects working in conjunction with all functions.
- Responsibility for key process improvement projects as agreed with Head of Membership (e.g. Creative briefing process, financial tracking etc.)
- Ensure business plan and marketing project management are continually aligned.
- Ensure an appropriate level of senior strategic or creative input, both in projects and at meetings.
- Ensure effective management and control over budgets and follow appropriate sign off procedure.

Event Management

- Support Member Engagement in organising and attending events such as conferences, seminars, receptions and exhibitions and lead generation;
- Lead and conducting market research such as customer questionnaires and focus groups;
- Establish effective and appropriate relationships and represent Fusion21 interest with partners and key stakeholders.

Manage Internal Relationships

- Build and develop good relationships with wider stakeholders, acting as the primary day to day contact.
- Best in class client relationship building, proactive, 'can do' attitude and seamless implementation.
- Work with rest of team to ensure high client satisfaction and repeat business.

Internal Communication

- Provide timely and consistent communication to Head of Membership and team about project status, risks, opportunities and people.
- Develop strong relationships with all other parts of the business and raise profile.
- Provide team with broader industry knowledge and specialism.
- Plan and organise schedules for all work going through the team, working with external suppliers to support peaks and troughs.
- Keep abreast of business, economic and social issues generally to enable the business to take advantage of business opportunities and initiatives

Financial Management

- Best in class financial management of the marketing budget for every project including forecasting, budgeting, controlling revenue, invoicing.
- Active participation in monthly team finance meetings.
- Quarterly forecasting with Head of Member Engagement.

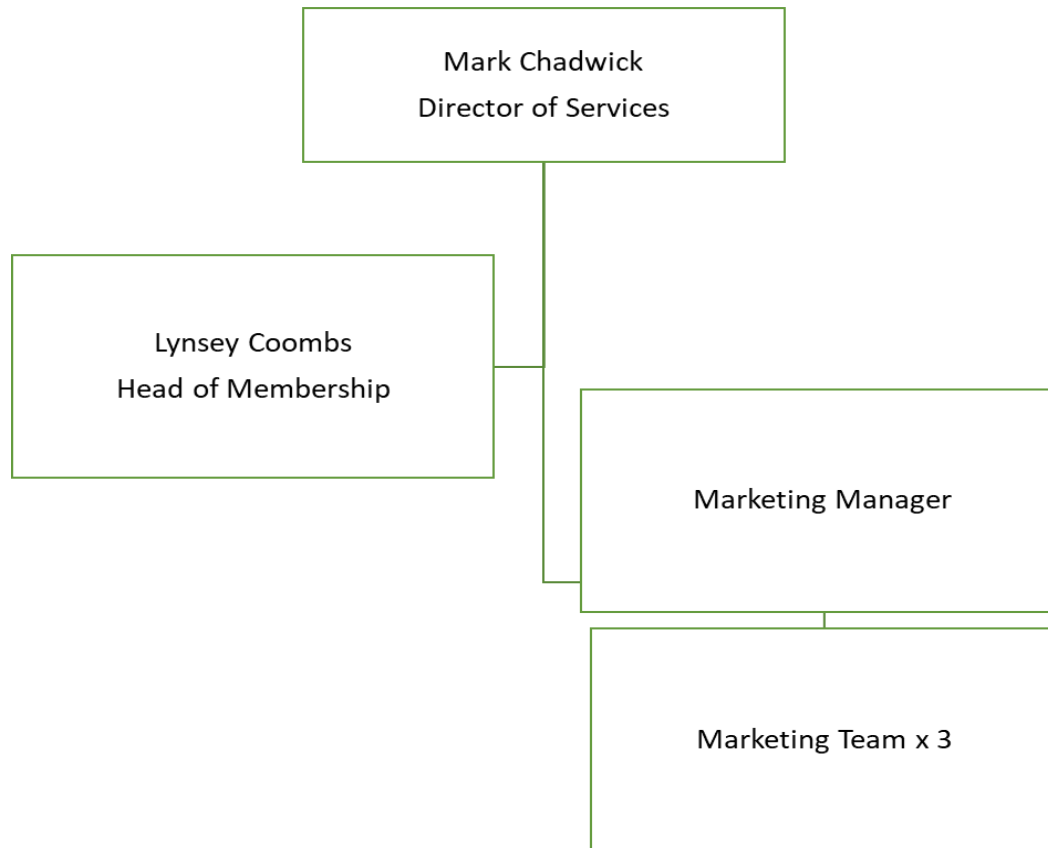
Strings to your bow...

- Previous experience managing and motivating a marketing team
- Previous experience at a strategic marketing level.
- Substantial experience in Digital Marketing.
- Industry knowledge and understanding
- Numerate, with solid business and financial acumen.
- Strong commercial focus is essential with a passion for growing the business.
- Strong IT skills (MS Outlook, Word, PowerPoint & Excel).
- Excellent communicator both verbal and written.
- Strong relationship builder.
- Work well under pressure with strong attention to detail.
- Great team player, help out team mates whenever needed.
- Social explorer, must have social profile and an understanding of how to leverage marketing channels.
- Good understanding of technology behind the delivery of digital marketing mix.
- Experience of working with CMS's.

Who are we looking for?

- Extremely passionate and positive with infectious enthusiasm.
- Naturally curious and willing to challenge the norm.
- Bold and determined to make an impact.
- Smart approach to problems and targets using all resources available to achieve the best result.
- Open honest and straight-forward.
- Sociable and confident, interested in others and someone people really like to be around.
- Intelligent and emotionally aware.
- Proactive, take the initiative to get things done.
- An exceptional person who can work autonomously and flexibly, not unconstrained to a 9-5 office-based role and willing to be flexible to deliver excellent customer service.
- A self-starter who takes ownership of solving problems and has a willingness to 'get their hands dirty'.
- Degree in Marketing or significant experience. Proficient with tools such as Hootsuite, Google AdWords, Mail Chimp and Google Analytics.
- Someone who loves to please and who will go out of their way to delight our clients.
- A self-starter who takes ownership of solving problems but is not afraid to ask.
- Excellent research and writing skills.
- Strong leadership, delegation, and capacity development skills.
- Highly organized and detail oriented.
- Respect for people and ideas.

5. Organisation Structure



6. Benefits of Working for Fusion21

Fusion21's current policies include:

- **Learning & Development:** Gain MCIPS and other qualifications relevant to the role (e.g. IOSH Working Safely, P405, etc)
- **5% Annual Bonus**
- **Cost of living increase**
- **Occupational Pension Scheme:** Auto-enrolment during probationary period
- **35 Hour Working Week + Flexible Working**

7. Recruitment Process

The following timescales apply to the role of Marketing Manager:

| Closing Date |
|--|
| 12noon Friday 26 th November 2021 |

| Assessment and Interviews |
|---------------------------------------|
| Friday 10 th December 2021 |

| Second Interviews |
|-------------------|
| TBC |

8. Advert

Marketing Manager

About the role:

Fusion21 have grown considerably over the last five years and are now looking to add a proactive, creative and ambitious Marketing Manager to the team to manage and develop campaign plans, oversee the day to day running of the marketing team, projects and budgets, and build relationships with internal departments and external partners.

You'll play a key part in our growth strategy and help take our business to the next level by hitting our challenging but achievable growth targets.

You'll join an ambitious and entrepreneurial team where every day is different. We work hard on varied and creative projects. We're fun, flexible but focussed, and we're looking for someone who is committed to developing their career in a fast-paced environment and driven by exceptional service, quality and results. You'll be surrounded by exceptional marketing specialists with the opportunity to learn new skills and techniques.

The nature of the role is flexible. As a team, we all work independently and autonomously, coming together at key times. The role will provide flexibility and autonomy to the right person as well as a wide variety of projects from digital marketing to face to face marketing and much more in between. You'll be working remotely and independently, two to four days per week. The rest of the week will be divided up between office based 'keep in touch' days and partner meetings or strategy sessions. Every week will be different so flexibility will be expected. Hours too can be flexible for the right person, though we are looking for five days per week.

Success in this role means you'll make a demonstrable impact on the growth of both our business. The role is a what you make it, though there are some key responsibilities.

Key Responsibilities:

- Lead on delivering the strategy and direction for all Marketing outputs
- To manage and develop marketing campaigns and oversee the day to day implementation within the marketing team, build relationships with internal departments and external partners.
- Manage the workflows and workload of marketing projects with the rest of the marketing team. You will have a hands-on team working with you.
- Work closely with external stakeholders (suppliers and partners) to complete projects swiftly and professionally.

- Work on campaigns from planning to final delivery, e.g. content campaigns, brand activation, new product launches, sponsorship, etc.

Key Focus Areas:

- People and Project Management
- Event Management
- Managing Internal Relationships
- Internal Communication
- Financial Management

Who are we looking for?

- Extremely passionate and positive with infectious enthusiasm.
- Naturally curious and willing to challenge the norm.
- Bold and determined to make an impact.
- Smart approach to problems and targets using all resources available to achieve the best result.
- Open honest and straight-forward.
- Sociable and confident, interested in others and someone people really like to be around.
- Intelligent and emotionally aware.
- Proactive, take the initiative to get things done.
- An exceptional person who can work autonomously and flexibly, not unconstrained to a 9-5 office-based role and willing to be flexible to deliver excellent customer service.
- A self-starter who takes ownership of solving problems and has a willingness to 'get their hands dirty'.
- Degree in Marketing or significant experience. Proficient with tools such as Hootsuite, Google AdWords, Mail Chimp and Google Analytics.
- Someone who loves to please and who will go out of their way to delight our clients.
- A self-starter who takes ownership of solving problems but is not afraid to ask.
- Excellent research and writing skills.
- Strong leadership, delegation, and capacity development skills.
- Highly organized and detail oriented.
- Respect for people and ideas.

Fusion21 offers a generous employee benefits package which includes: working for an Investors in People Gold organisation, company pension scheme, cash healthcare plan, kiddi vouchers, cycle to work scheme and access to Perkbox.

Click here to read more about the role and the other benefits of working for us!

Closing date: 12noon Friday 26th November 2021

Assessments and interviews will be held on Friday 10th December 2021

Interested?

For further discussion, please contact Charlotte Simister, HR Hiring Lead at Fusion21, Tel: 0151 347 8392.



0845 308 2321



fusion21.co.uk



info@fusion21.co.uk



[@Fusion21SocEnt](https://twitter.com/Fusion21SocEnt)