

MARKETING MANAGER

(FIXED TERM)

Key Terms and Conditions of Employment

Purpose of Job: This appointment comes at a very exciting time for Tavistock Relationships. We have more than doubled in size in the last six years and are planning to extend our reach physically in the UK and online around the world. We provide a wide range of trainings, 20,000 sessions of counselling and psychotherapy a year, and have secured funding for a number of innovative delivery and research projects. But we are ambitious to do more and to reduce our reliance on government contracts that account for more than 30% of our income. With the potential of online delivery to reach beyond boundaries, we want to deliver our training and expertise more widely – and with our premier position as ‘couple’ specialist giving us a major advantage – in the post-Covid world, this is a great time for us.

We are also launching an App, and with links to government in place, we want to make a bigger impact on policy discussions about support for couple relationships beyond 2020.

We are undertaking a repositioning project and a website overhaul and looking to expand our training (especially online offer) and clinical service reach to many overseas territories. This role will be critical in delivering this, and also helping to implement our exciting marketing plans.

Reports to: Head of Marketing and Communications

Location: Currently remote working, but our offices are located in Central London

Start date: As soon as possible

Contract: Fixed-term, 12 months

Hours of work: 22.5 hours – 3 days per week

Salary: up to £30k pro rata per annum

Holiday: 25 days pro rata plus 8 bank holidays

Pension: Group personal pension scheme
5% employee contribution – 6% employer contribution

About Us

Formed in 1948, Tavistock Relationships is internationally renowned as an organisation delivering and developing advanced practice, training and research in therapeutic and psycho-educational approaches to supporting couples.

We deliver professional training to the next generation of couple therapists and provide clinical services to couples and parents throughout London. We provide a range of affordable counselling and psychotherapy services which support clients experiencing challenges in their relationships, their sexual lives and their parenting.

In addition, we undertake research, service development and policy activities which encourage the development and growth of effective and innovative relationship support interventions.

Courses and Training

We provide accredited professional trainings in Counselling, Psychotherapy and Psychosexual Therapy, from introductory courses to doctoral programmes.

We also offer a full programme of CPD courses and conferences which provide opportunities for professionals to further develop their expertise.

Furthermore, we work with local and national government, the health sector, education and other voluntary organisations who commission us to develop and deliver training as well as relationship support programmes.

Counselling and Therapy Services

Our team of clinicians offer a range of affordable counselling and therapy services to support every individual, couple or parent facing relationship problems. Uniquely Tavistock Relationships is the only London based service that provides a payment sliding scale meaning that our services are accessible for all those who wish to use them.

For more information about our counselling and therapy services please visit www.tavistockrelationships.org.

Policy and Research

Tavistock Relationships undertakes service development, [policy and research](#) activities to encourage the development of effective and cutting edge relationship support services. We raise awareness of the importance of relationships to the health and well-being of our society by influencing politicians and policy-makers at the highest level.

We are committed to delivering the highest quality of service to all of our clients and to a culture of continuous improvement. [Read more](#) about how we review our services and ensure a commitment to quality.

Innovative Projects

One way we bring innovative practice into being is through our projects. These new and challenging pieces of commissioned work (often including third sector, health as well as national or local government partnerships) include specially designed clinical delivery and front line training. Details of current projects we have can be found in our [Services and Programmes page](#).

RESPONSIBILITIES

Marketing and Communications

- With the Training team, write the tactical annual plan for student recruitment and support production of content
- With the Clinical Services team, write the tactical plan for face-to-face and online recruitment
- Provide support in implementing Tavistock Relationships' strategic communications strategy across all channels
- Liaise with internal stakeholders, including the heads of the clinical and training programmes, to develop targeted marketing plans for the full range of Tavistock Relationships services
- Manage full process of implementation, evaluating and improving marketing activities of digital and offline marketing campaigns for the major service areas compiling and executing plans and adjusting according to ongoing needs
- Act as a Tavistock Relationships brand and style guardian
- Update the Tavistock Relationships websites as often as necessary and assist on development on new Tavistock Relationships web structure
- Develop and execute marketing plans to support the community marketing initiatives such as Building Relationships for Stronger Families (BRSF) and City Wellbeing centre
- Contribute to the organisations strategy to promote diversity and anti-racism in outward communications and internal engagement
- Support market research and business development activity in new markets, services, etc.

Online and Digital

- Control Tavistock Relationships website and online products and infrastructure, enhancing and improving in order to ensure digital capacity improves to meet expanding organisational needs
- Work with the Marketing and Design Coordinator to devise, create and repurpose compelling content
- Control monitor and evaluate the digital marketing schedule
- Write international marketing and engagement plan
- Monitor and adjust, where necessary, Google Adwords campaigns
- Manage the marketing p&I for key identified products such as therapy, CPD and training webinars.

Social Media

- Responsible for content, creation, delivery, monitoring and planning for Tavistock Relationships' social media platforms.

Data

- Ensure segmented communications are possible ensuring the correct targeting and segmentation by data acquisition and curation
- Be the main CRM super user, ensuring system use is optimum and changes to suit organisational needs
- Maintain the accuracy on data in target markets on CRM and map, find gaps and increase number of contacts in core professions.

Planning Management

- Management of campaign and project budgets
- Coordinate key supplier relationships, such as web support and PPC agency.

Metrics/Reporting

- Report comprehensively on campaign results and effectiveness to Clinical and Training teams
- Monitor and evaluate effectiveness of marketing campaigns and activities
- Monitor and report on website traffic and Adwords using Google analytics.

Person Specification

	Essential	Desirable
Skills and Experience	Proven credentials of creating and implementing a wide range of offline and digital marketing plans	Digital and/or Professional Marketing qualifications (e.g.: IDM or CIM)
	Detailed knowledge of SEO and PPC acquisition strategies to deliver customers	Experienced in developing marketing intelligence and using it to inform marketing planning
	Experience in developing and implementing social media campaigns especially the following channels – Facebook, Twitter, YouTube, LinkedIn and Pinterest	Familiarity with basic press work, releases working with trade and national media
	Knowledge of dynamic email marketing techniques	Knowledge of both B2B and B2C (campaigning or academic institutions/health/charity sectors) environment
	Record of success in recruiting or acquisition of delegates/students/customers/clients in one of the following; training, events, health/social care, clinical or academic sectors	
	Proven credentials of creating and implementing a wide range of offline and digital marketing plans, especially website delivery projects	
Personal Qualities		
	A 'hands on' attitude with the ability to work pro-actively	
	Excellent communication skills	
	A creative thinker – and highly intelligent – we have an academic culture	
	Effective at executing plans and accurate, with great attention to detail	
	Persuasive, with the ability to influence decision-makers and build relationships with all Tavistock Relationships' stakeholders	
	Commercially minded but with experience or understanding of not for profit values, environment and culture.	