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| **Title: Events & Partnership Marketing** | **Band: 2**  |
| **Department: Customer First** **Location: Birmingham** | **Last updated: June 2021** |

**1. Purpose of the role:**

You will be responsible for driving brand awareness of Unity Trust Bank through an annual events programme tailored to our key target sectors. You will develop a strategic membership plan capitalising on membership opportunities in our key target sectors.

* Own the relationships with existing memberships producing multi- channel marketing plans that make the most of membership opportunities.
* Leverage membership marketing plans to create engaging tailored content (including webinars, podcasts, case studies, blogs), to drive Unity Trust Bank awareness and increase social media followers. Define and implement a dual branded approach with each membership organisation.
* Define & Launch a Multi-channel Member Toolkit, working closely with the creative agency to brief, manage material.
* Research new membership & partnership opportunities to inform our strategic thinking, establish criteria for new memberships, produce new membership recommendation.
* Drive brand advocacy and bring Thought Leadership with partners to Unity’s customers by writing case studies and blog content.
* Events Management: Own and organize Partner Led and Non Partner Events, collaborating closely with key stakeholders across the business to ensure key events are attended and exec speaking opportunities are capitalized on.
* Manage the annual awards program for Unity Trust Bank; researching relevant awards and proposing and producing an annual awards program.
* Providing sponsorship support to the Customer First Team
* Social Value Guide
* Responsible for driving MGM

**Key Performance Indicators:**

* Increase social media followers through strong links with each membership organisation
* Increase Brand Awareness through Events attendance
* Drive XXX through thought Leadership/ attendance of key exec at xxxx events speaker opportunties

**Key Competencies:**

* Experience working in a fast paced, results focussed environment
* Experience of working in a multi-channel marketing role; creative marketing and communications skills.
* Excellent written communication skills, able to produce and proof customer-facing content to a high standard.
* Collaborative approach, working effectively with colleagues and memberships
* High degree of initiative to identify and capitalise on opportunities in the industry

**3. Organisational fit** (structure chart attached separately if necessary)

Role reports to Head of Proposition and Brand

**4. Parameters of the role**

Events and Membership Marketing

**5. Risks and controls**

* Ensures that treating customers fairly is at the heart of everything we do, both personally and as an organisation. This is achieved by consistently operating to the highest ethical standards aligned to the founding principles of the Bank, as well as understanding that the Bank will at all times seek to protect its reputation.
* Continually reassess the operational risks associated with the role and inherent in the business, taking account of changing economic or market conditions, legal and regulatory requirements, operating procedures and practices, people reorganisation and the impact of new technology. This is achieved by ensuring that all actions take account of the likelihood of operational risk occurring and by addressing any areas of concern with line management and/or the appropriate department.
* Adheres to, and is able to demonstrate adherence to, internal controls. This is achieved by adherence to all relevant procedures, keeping appropriate records and by the timely implementation of internal or external audit points and any issues raised by the external regulators.
* In conjunction with Risk and Compliance function, adhere to the Bank’s Policies and Procedures by containing Compliance risk (this embraces all relevant financial services laws, rules and codes with which the business has to comply). This is achieved by adhering to all relevant processes/procedures and by liaising with the Risk and Compliance function about risk events at the earliest opportunity. Also, when applicable, by ensuring that adequate resources are in place and training is provided, fostering a Compliance culture and optimising relations with the Regulators

**Role subject to regulatory approval** – no

**Other requirements specific to the role –** egFlexibility re working hours/willingness to travel

* You will be from either an in-house or agency background with experience of working with corporate, financial or professional service organisations, the successful candidate will have experience of managing events and working closely with membership organisations.
* Experience of working with and influencing senior executives/leadership.
* Ability to work alone as well as in a team in a demanding environment.

**PERSON SPECIFICATION**

(E = essential D= desirable)

**Professional qualifications**

Marketing Qualification (E)

Business related degree (D)

**Knowledge requirements (and how this is typically gained)**

* Passionate about marketing
* Experience of managing an events programme
* Experience of working closely with third parties; strong interpersonal skills to build and capitalise on relationships
* Organised and methodical approach to work

**Skill levels required (see Skills Framework)**

**LEVEL**

|  |  |
| --- | --- |
| **LEADERSHIP** | **2** |
| > |  |
| **CUSTOMER SERVICE & SALES** | 2 |
| >  |  |
| **SYSTEMS/IT SKILLS** | **2** |
| > |  |
| **PROCESSING SKILLS** | **2** |
| > |  |

**Skills Framework**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | (High)  4 | 3 | 2 | 1 (Low) |
| **Leadership** | Head of function: Communicates to inspire & motivate, builds teams, represents the Bank’s views & interests externally | Manages people: Communicates to manage performance, regularly presents, sets standards and priorities | Team leader/coach:Communicates to guide and develop colleagues on the job  | Individual contributor:Team member, effective communication skills, demonstrates initiative. |
| **Customer Service & Sales** | Sales management: Role model for highest levels of customer serviceManages sales activity towards targets | External customer salesUnderstands how to achieve sales targets via needs based selling skills | External customer serviceAble to meet external customer requests providing a service level which delights  | Meets requirements of internal customers, understands department’s SLA’s and impact of these on others  |
| **Systems/IT skills** | Requires highly technical systems skills to develop systems architecture. | Requires advanced knowledge of specialist systems, adapts these to meet the needs of the business | Requires advanced Microsoft Office skills, produces complex reports from specialist system | Requires standard Microsoft Office skills or basic level of specialist system (data input/look ups) |
| **Processing skills** | Complex analysis of data & report production with recommendations & business acumen. Sets policies, produces reports for external use | Advanced administrative skills requiring analysis, research, investigation, report writing, some decision making required | Skilled administration required– free format letter writing, minute taking, some analysis & judgement required | Basic verbal and numerical reasoning to administer standard letters/forms accurately, prioritises work to meets deadlines & service level agreements |