

## Marketing Officer

<b>Job Status</b>	12 months FTC
<b>Location</b>	Remote/Edinburgh/Grimsby (UK based)
<b>Team</b>	Communications
<b>Line Manager</b>	Marketing Manager

### 1. Job Purpose

Be responsible for management and evolution of Seafish digital channels, which carry our B2B content and campaigns; aiming to maximise opportunities for positive stakeholder engagement. **With a primary focus on development of our [Seafish website](#)** – ensuring all content follows accessibility standards and requirements.

Be insight-driven; able to use data to inform channel decisions and constantly improve the performance of content and activities and have a keen interest in stakeholder behavioural analytics.

Act as a key figure in supporting and managing elements of the Seafish corporate brand and additional brand-related activities throughout the year.

### 2. Dimensions

- Play a leading role in the maintenance and evolution of our website (with Comms team and agency partners).
- Manage the briefing, production and dissemination of website development and accessible, branded content; working with procured agency partners, to deliver results that work towards our goals and in harmony with our values.
- Advocate the importance of accessibility, across all of our digital channels, content and output.
- Manage own projects and day-to-day work outputs.
- Manage key channel processes from start to finish.
- Play a key role as a Seafish channel, audience and brand champion within the organisation.
- Work with colleagues across the Communications team and with staff from the wider organisation, playing a pivotal role in the delivery of work across the Five Challenges, within our Corporate Plan, as we aim to achieve ambitious targets across all our work.

### 3. Accountabilities

- Maintain, scope and evolve Seafish website and other digital channels, to carry B2B content and campaigns which engage our target stakeholders.
- Ensure all content posted on our website (as HTML or publications/PDFs) meets government accessibility standards.
- Focus on meeting channel, audience and brand objectives and KPIs; providing ideas, researching and developing these to maximise the performance of content-led campaigns.
- Support management of audience segments, and help apply to wider organisations projects and goals, using all available and agreed channels.
- Support the planning and maintenance of content and paid-advertising work as part of Seafish campaigns to agreed resources and deadlines.
- Improve the value of audience, brand and channel-driven activity to heighten stakeholder engagement and activation.
- Engage with any marketing projects in support of Challenge 2, within the Corporate Plan objectives for Seafish activities.
- Produce project management documentation for work, including reports and planning documents.
- Deliver activities in line with Seafish processes.
- Provide regular updates to Head of Team, Marketing Manager, Project Managers and external stakeholders on progress and delivery of projects.

### 4. Planning and organising

- Plan across multiple timeframes and multiple channels.
- Engage with staff at all levels.
- Engage with identified agencies and suppliers.
- Advise and support Comms colleagues from a channel management, audience and brand perspective, developing a robust communication programme linked to the Corporate Plan and our key performance indicators.
- Manage own workload and priorities on a day-to-day basis.

### 5. Decision making and judgement

- Ability to make good judgements and advise on best communications approach to reach the right audiences in the right way and at the right times.
- Ability to prioritise own workload on a day-to-day basis.
- Understanding of how to measure channel success; optimising content output as we progress.
- Recognise when to escalate an issue or problem.
- Ability to work under pressure and to tight deadlines.
- Optimised function judgement in managing channels for different audiences.
- Utilise project management and internal reporting systems.

## **6. Essential working relationships**

### **Internal relationships**

- Report to the Marketing Manager, while working closely with other Managers and with other members of the Communication team.
- Engage with all staff across the organisation.

### **External relationships**

- Regular communication with external stakeholders and industry bodies.
- Engage with appointed suppliers, agencies and contractors for projects.
- Be a confident communicator and team player, with the ability to talk to all sectors of the industry and with people at all levels in and out of the organisation.

## **7. Knowledge, skills and experience**

- Degree in communications, media, or marketing related subject, AND/OR 2-3 years of work experience in relevant employment.
- Excellent understanding of digital and traditional marketing channels (web and social in particular), and the relevance to various audience segments.
- Strong planning and prioritisation skills.
- Experience in developing channel plans; able to respond to internal and external enquiries.
- Project management skills to ensure projects are delivered on time and issues escalated as required.
- Excellent writing skills to suit a variety of channels and different audiences including staff, industry stakeholder audiences, etc. with in-depth proof reading and grammar skills.
- Excellent analytical skills and investigating skills for business improvement and optimisation of resources.
- Experience managing accessibility regulations and compliance would be desirable.

## **8. Special features**

- Travel in the UK when required.

Interested? Please email your CV and covering letter to [recruitment@seafish.co.uk](mailto:recruitment@seafish.co.uk). You can also get in touch with us on the above email address if you have any questions about this role.

**Thank you for your interest in Seafish.**

To find out more about our vision and Seafish values, visit [www.seafish.org](http://www.seafish.org)