



## **JOB DESCRIPTION**

<b>Role:</b>	<b>Marketing Manager</b>
<b>Location:</b>	2 – 4 Park Street, Bristol, BS1 5PB. A combination of home, office and community based
<b>Contract:</b>	Fixed term contract until December 2022
<b>Salary:</b>	£28,000 - £32,000 depending on skills & experience

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YTKO provides innovative, award-winning business and finance support for start-ups and for growth-ambitious SMEs in both the public and private sector.

### **OVERVIEW OF ROLE:**

YTKO has worked for over 10 years in the West of England to deliver projects which help individuals and underrepresented communities to realise their ambitions and prosper. Whether working with BAME entrepreneurs, vulnerable women or local SME businesses we have become engrained in the very fabric of the region and continue to take on the challenges to make inclusive growth a reality.

YTKO has been procured by Bristol City Council and the West of England Combined Authority to deliver North and East Bristol Support under the Universal Business Support Service. This major project will be working with 2,800 residents and SMEs in North and East Bristol over the next two years. We will be delivering numerous engagement events, workshops, webinars and expert 1:1 support.

This is an exciting opportunity to create, develop and execute a fast paced and in-depth marketing strategy to promote the project to pre-start, start-up and SMEs across North and East Bristol. Experience of devising and implementing marketing campaigns, generating leads and the ability to adapt to the project needs will be key to success.

The Marketing Manager will be devising and leading the marketing efforts to engage with 2,800 residents and SMEs in the region through a broad range of marketing activities including digital, social media, publications, networking, partner referrals and more. The Marketing Manager will also be delivering workshops and 1:1 advice to help ambitious businesses achieve their goals. The successful applicant will be expected to be able to support businesses across a range of marketing challenges from brand development and strategic oversight to social media ad campaigns.

Reporting to the Project Manager and working in close liaison with the YTKO Corporate Marketing team, the successful applicant will ensure that all marketing collateral and activity is created within the company guidelines and practices, upholding high standards at all times.

**This is a fantastic role for someone with a marketing background to utilise their expertise and work with start-ups and SMEs across the city to help them grow. You will be making a lasting impact during this hugely challenging time to those who need it the most.**



### SPECIFIC DUTIES:

- Developing, implementing and executing a strong Marketing Plan to meet the project's set targets
- Utilise a range of Marketing channels to generate leads
- Be target focused and experienced in strategic reporting, ensuring campaigns reach key demographics
- Assess results and highlight areas of focus and opportunities to the Project Manager
- Manage the Marketing Budget to effectively promote the project through a range of marketing channels, as identified in your Marketing Plan
- Work within the YTKO corporate marketing guidelines and practices, and liaise with the Central Marketing Team to produce high quality, appropriate marketing collateral as required
- Develop a strong social media presence to reach and engage with target audiences, whilst maintaining company brand guidelines.
- Attend and speak at a broad range of networking events to demand generate leads for the project and other YTKO activities.
- Provide 1:1 support to ensure our clients' marketing strategies are robust and well-articulated, including preparing and advising on marketing strategies, website design, content creation and social media/PR campaigns.
- Deliver our workshops/training to start-ups and SMEs on topics such as Marketing Strategies for Growth, Developing and Running a Facebook Strategy, Branding and more. As well as being responsible for creating new content according to existing expertise and client demand.
- Responsible for developing a network of local partners and stakeholders, with whom you will foster, develop and maintain excellent working relationships.
- Responsible for capturing and ensuring the accurate recording in our CRM files of all appropriate data and evidence required by the project and supporting in preparing accurate and informed claims and progress reports.
- Deliver excellent service at all times to clients, partners and funders, and reflect and promote the values of YTKO at all times.

*Please note the Marketing Manager may also be called upon to complete a range of other duties for YTKO, as reasonably required.*

### PERSON SPECIFICATION:

#### Essential:

- Minimum 3 years relevant marketing experience
- A demonstrable ability to network with, build and maintain, relationships with a variety of stakeholder organisations
- Expertise across the marketing mix including digital, physical, social media and branding
- Experience of organising and delivering successful events



- Be able to present confidently to small groups as well as in 1:1 settings
- The ability and desire to work supportively as part of a small team
- Excellent organisational skills to manage your own diary of internal and external meetings, and a self-starter with an attitude of going the extra mile to support the team, our partners and our clients
- Strong initiative to develop and lead a Marketing Plan for the project
- Flexibility, adaptability and a willingness to embrace change and development
- An understanding of the Bristol SME community and barriers to growth
- An understanding of the needs of local underrepresented communities across Bristol
- Excellent written and spoken English and highly IT literate, with Excel, Word, PowerPoint and Zoom
- Clean driving license.

**Desirable:**

- Formal marketing or graphic design qualification
- An established business network in the West of England
- Teaching or mentoring experience
- Experience of working in public funded contracts including European Regional Development Fund and/or Local Government
- Entrepreneurial experience or knowledge of running your own business.

**PERSON SPECIFICATION:**

You'll have strong interpersonal skills, be well versed in the marketing mix and understanding of how to get the most out of SMEs often small budget and resource. We're looking for someone who is a real self-starter, uses initiative, drive and entrepreneurialism and who is ready to roll up their sleeves and do what it takes to deliver a successful project. You'll also enjoy being part of a cohesive, focused team delivering the highest quality results and adding value to the local community.

We're looking for an enthusiastic, highly motivated, entrepreneurial team player, with the ability to build and maintain relationships with a wide range of clients and organisations across both public and private sectors. Confident, articulate and outgoing, you'll also need to be able to quickly win the trust and respect of our diverse stakeholders and have an eye for detail. You'll be able to present effectively in group workshop settings and be able to manage 1:1 meetings.

The candidate must demonstrate a good understanding of, and absolute commitment to, diversity and equality, and share our passion for the culture, vision and aims of YTKO. Ensuring the YTKO ethos of client-focused delivery, innovation and measurable value-add is demonstrated to clients is a key part of this job.

*If this sounds like you, please download and complete our application and equal opportunities form. Applications close 9am Friday 21<sup>st</sup> May.*



YTKO has a strong value set to which all our team have contributed to and demonstrate on a daily basis. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability, firmly believing that a diverse and inclusive team, underpinned by a great, flexible culture, is fundamental to our success.