# JOB DESCRIPTION

## SUMMARY INFORMATION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Senior Marketing Executive</th>
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<tbody>
<tr>
<td>Department:</td>
<td>External Relations</td>
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<tr>
<td>Contract Type:</td>
<td>Permanent</td>
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<td><strong>Job Purpose:</strong></td>
<td>To create and deliver marketing materials and campaigns designed to raise the profile of CWGC and CWGF as heritage brands and drive footfall to CWGC sites through innovative campaigns; responsible for ensuring the integrity of the brand</td>
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<td>Job Band:</td>
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<td>Reports to:</td>
<td>Head of Marketing and Communications</td>
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</tbody>
</table>
| Direct Reports:  | • Heritage Interpretation Officer  
|                  | • Design Specialist        |
| Other Key Contacts: | • Director of External Relation  
|                  | • Marketing and Communications Teams across the CWGC  
|                  | • Digital Team             |
|                  | • Media Team               |
|                  | • CWGF Team                |
| Financial Responsibilities: | None |
| Location:        | May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working |
| Working hours:   | 37 hours per week  
|                  | There may be occasions where you will be required to work additional hours. Time off in lieu may be granted for any approved additional hours worked |
| Travel:          | Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport, full UK car driving licence and ability to drive in Europe required |
| **Right to work:**| Must have the right to work in the UK |

## COMMISSION BACKGROUND

The Commonwealth War Graves Commission honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world.
Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.

The Commonwealth War Graves Foundation (CWGF), is the charitable arm of the Commonwealth War Graves Commission (CWGC). The CWGF highlights the work of the CWGC by engaging people, especially the young, raising funds to deliver a diverse range of projects, events and public engagement programmes which tell the inspiring stories of the men and women who died across the globe while fighting in the two world wars and by showcasing the history and work of the CWGC today.

KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

General
- Lead and create marketing campaigns which drive new audiences, retain and grow existing audiences and raise awareness of the Commonwealth War Graves Commission (CWGC) and the Commonwealth War Graves Foundation (CWGF) as heritage brands in line with the corporate plan
- Lead on the planning and promotion of major global annual campaigns such as War Graves Week and Remembrance
- Responsible for identifying and targeting new and existing audience sectors
- Monitor, analyse and report on campaign performances demonstrating ROI on all activity
- Responsible for the integrity of the CWGC brand, monitoring its success, ensuring all marketing activities align across multiple channels and consistently demonstrate the ethos and goals of the brand
- Develop innovative and creative visitor experience tools
- Establish, cultivate, and grow partnerships with Organisations where there will be a mutual benefit
- Collaborate with internal departments to deliver marketing and collateral as appropriate

Job Functional Knowledge
- Demonstrable professional marketing experience
- Project management, planning and organisational skills with ability to manage multiple priorities
- Experienced in strategic marketing planning and branding

Business Expertise
- Proven ability to identify opportunities and deliver effective strategies to generate results

Leadership
- Ability to inspire and guide colleagues and lead by example

Problem Solving
- Resolving and finding solutions to complex problems
- Ability to think quickly and find solutions to issues that arise
**Nature of Impact**
- Responsible for CWGC brand integrity
- Lead on global marketing

**Area of Impact**
- This role has an impact across the Organisation’s reputation

**Interpersonal Skills**
- Communicates both internally and externally at all levels. Needs to be able to form good relationships across the Commission

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**PERSON SPECIFICATION**

**Education and Knowledge**

**Essential**
- Educated to degree level or equivalent professional qualification in Marketing

**Desirable**
- Demonstrable experience in a similar marketing role, planning and implementing marketing campaigns with complex and sensitive messaging

**Experience**

**Essential**
- Proven track record managing and implementing all aspects of the marketing mix
- Knowledge of developing customer insight and improving customer experiences
- Experience in internal and external stakeholder management
- Proven track record in setting and hitting targets and KPIs
- Experience of creating, producing and delivering on and offline campaigns across multiple channels
- Credible experience of paid digital marketing and use of Google Analytics, Adwords, PPC and Ad Manager experience
- Knowledge of visitor experience

**Desirable**
- Experience of working in the Not-For-Profit sector
- Experience in tourism
- Adobe Creative Cloud/Photoshop

**Skills and Abilities**
- Ability to build and maintain positive relationships utilising exceptional communication, collaboration, and problem-solving skills
- Ability to manage multiple deadlines
- Ability to understand and manage sensitive and delicate matters within campaign activity
- Strong networking skills
- Strong and confident communicator
• Confident presenter
• Excellent copywriting skills
• A good eye for design and layout
• Strong project management skills
• Committed to continuous professional development
• An alignment and adherence to the Commission’s Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
• Health and Safety responsibility for self and others

Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.

Signatures

Name of Job Holder: Signature: Date:

Name of Line Manager: Signature: Date: