Job Description

Job Title: Programme Marketing Manager
Reporting to: Director of Global Field Marketing
Location: Swansea Office

Job Purpose:
To be responsible for building marketing strategies and creating collateral for awareness campaigns around SANS Academies/development programmes. To develop programme proposal strategies and coordinate several programmes that run simultaneously. To work closely with the programme team throughout the monitoring and evaluation phases to document campaign effectiveness and value for money. The Programme Marketing Manager will collaborate with the regional Field Marketers and the wider marketing team.

Main duties and responsibilities:

Operational
• Manage budgets, timelines, business expectations and marketing objectives successfully.
• Engage and assist in the smooth, efficient management and delivery of a programme at every stage by the overall team and involved partners.
• Monitor, oversee and assist any collateral or messaging created by internal/external resources.
• Marketing plans are agreed in advance and delivered on time and on budget.
• Manage promotion campaigns prior, during and after events with team (social, email, print, etc.).
• Conduct post-event/campaign evaluations and ROI analysis; report and share results and recommendations with programmes and marketing teams.
• Ensure the programme marketing plan is maintained, reflects expenditure, and is incorporated and aligned to the wider project plan.
• Devise the overall marketing strategy for EMEA Programmes in collaboration with the EMEA Marketing Director and the Head of Programmes EMEA.

Stakeholder Management
• Collaboration with the wider marketing team of regional/national partners (for example, government).
• Collaboration with both internal and external marketing resources or other teams involved in the overall programme.
• Work together with agencies where necessary to back up and create PR and marketing opportunities for the programmes.
• Discover and engage with media & new possible partners that help build the opportunity, reach and impact of the programmes.

Finance
• Ensure allocated marketing budget is spent on a monthly basis.
• Maintain financial control of the marketing programme budget, spend and activity of SANS potential partners.
• Report back to Head of Programmes for approval and sign-off on all planned marketing activity in advance of expenditure.
• Report back to Marketing Director EMEA and for approval and sign-off on all planned marketing activity in advance of expenditure.

**Personal Specification.**

• Minimum of 5+ years’ experience in Marketing – preferably within campaign management and execution.
• Experience in executing marketing strategies to build brand awareness and lead generation.
• Experience with data visualisation tools such as Tableau.
• Understanding of lead generation best practices.
• Passionate about testing, measurement, and optimization to continuously drive ROI.
• Data-driven with the ability to interpret statistics, trends and reports.
• PC literate with strong MS Office skills.
• Ability to manage budgets, timelines, business expectations and marketing objectives successfully.
• Excellent written and oral communication skills as well as presentation skills.
• Able to work in high pressure situations and deadline driven.
• Excellent time management and organisational skills with a keen eye for detail.
• Must possess strong communications skills to communicate globally across marketing and other departments.
• Able to travel.