
Job Title	Marketing Officer
Department	Marketing & Communications
Reports to	Head of Marketing & Communications

Primary Objectives

- Play a key role in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, by supporting the developing, planning and delivering an exceptional marketing programme for the National Marine Aquarium (NMA).
- Support the Head of Marketing and Communications to drive the strategic objectives of the OCT with the focus of developing the charitable cause through all programmes and branding and to drive increased footfall to the NMA.
- Adhere to the Core Values of the OCT Group which are: Positivity, Respect, Integrity, Diversity and Engagement.

Duties

- Help with the responsibilities of the marketing function pushing the National Marine Aquarium forward within the charity and its initiatives.
- Support and develop relationships with agencies and other key contacts.
- Write digital and editorial content including articles, blogs, promotional material and copy for a variety of media including websites, magazines, press releases, video, radio and advertising.
- Support the management and growth of the social media channels.
- Complete and carry out design briefs for marketing materials for all teams and needs e.g. Schools, Hospitality, Public Engagement.
- Help coordinate marketing activities e.g. manning sales stands, photo shoots, filming, recording, booking venues, promotional event work, ordering marketing materials and facilitating competitions.
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.).
- Support the team to maintain brand integrity internally and externally.
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.
- Manage the brand of the National Marine Aquarium responding to enquiries, reviews, and social media posts.
- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities including answering phone calls on the NMA hunt group.
- Research and submit new and interesting marketing ways to communicate the brands messages.
- At all times behave in a safe and responsible manner in accordance with company Health & Safety policy and the requirements of Health & Safety legislation relating to your responsibilities and to promote and act in the employer's best interest.
- Undertake training as deemed appropriate to your role.
- Adopt a flexible approach to working hours to ensure the viability of NMA operations (this includes the shift-working pattern, public bank holidays and weekends).
- Participate in extraordinary duties as required.
- Carry out other activities as appropriate on the instruction of the CEO and Senior Management.