

Triangle Marketing and Product Manager

Job Description

About Triangle

Triangle is a values-based Social Enterprise with a vision of a society in which people are enabled to thrive. We help service providers in social, health and education sectors to improve services by creating engaging visual tools and promoting collaborative ways of working. Our main work is developing and supporting the use of a suite of tools for promoting and measuring personal change called Outcomes Stars.

The Star has proved very popular and is now widely used in the UK by charities, social enterprises and local and health authorities in a wide range of fields including mental health, homelessness, vulnerable families and substance misuse. It is also being used internationally, with a particularly strong presence in Australia.

For more information see www.outcomesstar.org.uk

About the role

This is a key position within Triangle that requires strong liaison across the whole organisation. The post is full time and combines two related and overlapping roles:

- **Marketing Manager** (around 3 days pw) with responsibility for co-ordinating and driving Triangle's marketing activities. This is a new role for Triangle, with marketing to date shared between different roles and a consultant
- **Product Manager** (around 2 days pw), with responsibility for managing and coordinating the development of Outcomes Stars and related products and materials. This is to cover work carried out by a staff member who now has other responsibilities within Triangle.

Our decisions about the development of new products are based on a range of factors including our understanding of the market for those products. Marketing messages and plans draw heavily on our learning from the product development process and can involve working closely with collaborators. The two roles are described separately for clarity although, in practice, many day-to-day activities will relate to both aspects.

This role will report directly to the Managing Director.

1. Marketing Manager responsibilities

- Marketing strategy, plan and internal coordination and systems
- Marketing campaigns and partnership marketing
- Website and social media

1.1 Marketing strategy, plan and internal coordination and systems

- Contributing to Triangle's marketing **strategy**, working closely with the Co-Founders and the Managing Director
- Developing and delivering the annual marketing **plan** for Triangle, monitoring and reporting on progress against the plan and objectives and ensuring that priorities are regularly reviewed, updated and communicated within Triangle as needs and opportunities change

- Ensuring that Triangle has strong, compelling **messaging** around its products, contribution and USP including drafting and working with others to create this messaging
- Develop and update Triangle's marketing **processes** to ensure quality and consistency. Co-ordinate internal communications to update and engage the staff team on upcoming marketing activities
- Ensuring **integration** of marketing activity across all channels (inc. website, social media, external networks and partners, email marketing, events when permitted, webinars, email etc)

1.2 Marketing campaigns and partnership marketing

Some campaigns are for particular Stars and sectors and some are for the Outcomes Star™ generally. This aspect of the role includes:

- Acting as a focal point for developing Triangle's **messaging** including writing copy for the website, marketing and campaign materials and liaising with others to write materials
- Developing and delivering marketing **campaigns** to support Star launches, revised versions, and new initiatives etc. This may include events, direct marketing and social media
- **Communication** with Triangle's existing clients as well as potential clients and wider influencers. Management of Triangle's email service provider (ESP) and best-practice direct marketing in collaboration with Design and Client Services
- Working closely with Triangle's Co-Founders and Managing Director to co-ordinate the development and integration of **content** (i.e. blogposts, whitepapers and thought-leadership materials) against the marketing plan
- **Partnership marketing:** Supporting the Managing Director and Regional Managers with commercial opportunities and external partnerships to promote the Outcomes Star™

1.3 Website and Social media

Ensuring good use of the website and social media to achieve Triangle's wider objectives, including:

- Responsibility for managing Triangle's **website**, liaising with others in Triangle to keep the content and messaging engaging, relevant and up to date and ensuring quality and frequency of new content, together with optimisation of content and effective search engine presence
- Writing website **content** and liaising with others to write content
- Engaging and supporting the Triangle team with **social media** communications to build their personal brands and raise the company's profile. Ownership of Triangle's social media accounts (Twitter, LinkedIn Company and Facebook group)

2. Product Manager responsibilities

- Product strategy, plan and internal co-ordination and systems
- Project management for product and materials

2.1 Product strategy, plan and internal co-ordination and systems

- Contributing to Triangle's product development **strategy**, working closely with the Co-Founders and the Managing Director
- Developing and delivering the annual product **plan** for Triangle, monitoring and reporting on progress against the plan and objectives and ensuring that priorities are regularly reviewed and communicated

- Liaising with client-facing team members to **identify** learning, needs and opportunities in relation to new Stars and new editions, other new products and tools, Star related materials and marketing materials
- Facilitating Triangle's **Product Group** to make decisions around new opportunities, projects and priorities. This includes the directors, researcher, designer and managers of the client-facing teams

2.2 Project management

- Supporting with the scoping of projects, including identifying **strategic objectives** and developing new approaches to meeting them
- Ensuring **quality and consistency** of materials, including clear branding and appropriate design and 'voice' for different kinds of materials
- Co-ordinating Star development projects, acting as a central point of contact for the Star development team
- Facilitating Triangle's **Materials Co-ordinating Group**, to co-ordinate the creation and publication of materials, so that the right things are prioritised, and working with others to ensure that ideas are realised and materials are finished

Person specification

General and Product Management

- A strategic thinker who understands marketing and products and has the ability to conceptualise, plan and deliver new projects
- Confidence and capability to spot gaps and opportunities and propose ways of meeting them
- Able to take a range of ideas, thoughts and information and proactively turn them into projects and plans
- Excellent communication skills – building relationships internally and externally with people online and face-to-face
- Good interpersonal skills and capability to work across an organisation and liaise with staff at all levels including preparing for and leading meetings
- Motivated to make a difference through their work
- Understanding of the social sector and psychological approaches to how people change would be an advantage

Marketing

Essential

- Strategic-thinking marketer with a minimum of five years' experience (preferably 'client-side')
- Good understanding of product marketing
- Experience of creating and coordinating campaigns using a range of marketing strategies
- Ability to produce copy/content for all digital channels, using different writing styles to suit different channels (email content, web copy, social media posts)

Desirable

- Working knowledge of using ESPs (such as MailChimp) – creating emails, testing campaign sends, managing data and measuring performance
- Demonstrable working or voluntary experience in managing corporate social media channels to drive engagement and build positive brand awareness (particularly via Twitter and LinkedIn)
- Good understanding of Google Analytics and experience of producing measurement reports

Triangle is committed to supporting staff to reach their highest potential and there may be opportunities for development as the organisation continues to grow.

Location

The post holder may work from home or can be based in our main office in Hove. There will be regular travel to meetings in our Hove office and in London once this is permitted again and safe in the context of the Covid-19 pandemic. All travel expenses are paid for and we have a policy around travel, TOIL and flexible working.

Terms and Conditions

We are recruiting for one permanent full-time role (35 hours/week).

Salary and Benefits

- The annual salary range is £30,000 - £38,000 per annum (full-time)
- Laptop and mobile phone provided for work purposes
- Generous pension scheme, flexible working arrangements, employee assistance programme, cycle to work scheme
- 25 days' annual leave plus bank holidays (pro-rated for part-time)

Deadline for applicants: 29th March 2021, 12pm

Interview will be arranged on 14th and 15th of April using Zoom

STRICTLY NO AGENCIES

Triangle Consulting Social Enterprise, February 2021