

Role Profile - Marketing, Communications and Campaign Manager

Background

AMDEA is the UK trade association for manufacturers of domestic appliances. Our members produce and distribute consumer and commercial appliances across laundry, drying, refrigeration, floor care, heating and cooling and small appliances. Our members represent over 80% of the UK domestic appliance market, rising to 95% for large white goods. Our role is to represent our members' interests and objectives in all matters relating to their trading activities within the UK.

AMDEA's mission is to help our members grow by:

- Promoting the value creation of our industry, raising awareness of how consumers' lives can be improved through the use of the latest appliance technology.
- Leading on the development of standards and regulation that support innovation, whilst protecting against risk and cost.
- Enabling the development of industry networks, bringing the various stakeholders together, across industry, government and supporting bodies, working in partnership to deliver exceptional products and service.

About the role

The overall purpose of this role will be to lead and co-ordinate all AMDEA activities relating marketing and communications in order to maximise the impact, influence and relevance of our value proposition that meets our members' objectives for the association.

This is a multi-disciplined communications role, suitable for an individual experienced across a cross sector of marketing, communications and PR disciplines. The role is focussed on the following deliverables:

- Position AMDEA as a trade body with relevance, impact and influence, through the creation of messaging that supports the outcomes and value proposition that our members demand.
- Lead on the creation of user focussed campaigns, which raise awareness of our members' products and services, drive traffic to members' websites and channel partners and create a consideration to purchase.
- Manage our marketing services agency partners, ensuring that we have clearly defined objectives and outcomes along with SLAs and KPIs that ensure measurement and governance.
- Manage our digital media assets, website and social media platforms. Ensuring AMDEA is able to reach and engage our audience with our intended messages.

The role requires occasional travel, both within the UK and Internationally. There is a requirement for occasional overnight stays away from home. Your normal place of work will be a mix of home working and a requirement to be present at AMDEA's London facilities.

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Chairman: Teresa Arbuckle, Chief Executive: Paul Hide
A company limited by guarantee
Registered in England No. 1465823

Role Title:	Marketing, Communications and Campaigns Manager
Reports To:	CEO - Direct line.
Number of Direct Reports:	0
Role Purpose:	To lead, co-ordinate and maximise, through a mix of marketing disciplines, the impact, influence and relevance of our value proposition, meeting our members' objectives for the association.
Key Responsibilities	
<ul style="list-style-type: none"> - Lead the creation and delivery of all of AMDEA's marketing and communication messages. Lead and manage our agency partner(s), agreeing and implement actions and communications. - Act as lead contact point for all incoming press/ PR/ media related enquiries, working with the CEO and wider AMDEA team to position us as a trade body with impact, influence and relevance. - Create and manage calendar of all forms of member and stakeholder communications (to include newsletters/ events/ meetings/ surveys/ campaigns/ press activity). - Manage AMDEA's digital communication assets, to include website content and social media platforms. - Produce and arrange distribution of the weekly/monthly member newsletters. - Create and upload content to AMDEA website, newsletters. - Secure speakers for member group meetings and periodic AMDEA events and conferences. - Build a network of contacts and influencers that enables the delivery of AMDEA's messaging and positions AMDEA as a credible spokesperson for the appliance sector. - Management of member group databases. - Maintenance of member information and contacts within a central database. - Prepare annual report for distribution to members and stakeholders. - Create, implement and report on our annual member survey. 	
Core Competencies	
<ul style="list-style-type: none"> - Creative thinking - Strong communication skills (written and verbal) - Attention to detail - Impact and influencing - Developing and managing collaborative relationships, internally and externally - Planning and organising - Customer service orientation - Decision-making - Flexibility and adaptability - A 'can do' attitude - Open to and embraces change, new ideas and new ways of working 	
Person Specification	
Knowledge and Experience - Required	<ul style="list-style-type: none"> - Proven marketing, media and PR experience in a B2C environment. - Experience of working with or for media/ PR agencies. - Experienced in writing content in a concise, informative and engaging manner.

	<ul style="list-style-type: none"> - Experience in producing agency briefs and pitches. - Sector experience relating to the consumer electricals sector. - Proven ability in building value propositions which differentiate between activity and outputs. - Experienced in building and maintaining relationships at all levels - Strong organisational, planning and prioritising skills - Good ICT skills - Track record of working on detailed proposals with competing demands and responding to tight deadlines. - Ability to work alone, with minimal supervision as well as part of a team. - An understanding of the role and purpose of Trade Associations in representing their membership.
Knowledge and Experience - Beneficial	<ul style="list-style-type: none"> - Domestic Appliance industry experience. - Networks within press/ media relating to consumer electricals. - A minimum of 5 years' experience in similar roles.
Creation Date	<ul style="list-style-type: none"> - August 2021

This role profile is a guide to the work that is required but does not form part of any contract of employment and may alter from time to time to reflect changing circumstances.