

## Job description

Job title:	Marketing Executive
Department:	Marketing & Communications
Location:	Home Based
Working hours:	Monday to Friday, 36 hours per week
Contract:	Permanent – FT
Responsible to:	Marketing Manager
Responsible for:	NA
Salary:	£35,000 per annum

## About us

We are a longstanding, not-for-profit, crime prevention organisation owned by the Police Service. Part of the National Police Chiefs' Council (NPCC) Prevention Coordination Committee, we deliver a wide range of innovative and ground-breaking crime prevention and demand reduction initiatives to support the wider UK Police Service, as well as the government and the public.

We bring organisations together to reduce crime and the fear of crime and create safer communities, maintaining close working relationships with central government, manufacturers and companies involved in security products (within the UK and those in countries that supply the UK), standards authorities and key stakeholders such as Planners, Architects, Developers, Local Authorities, Housing Associations, academia and the public. We are able to deliver difficult crime and police demand reduction projects within very short time periods.

## Our Culture and Values

We are a friendly and approachable team consisting of both operational and support roles. We work collaboratively to ensure that crime reduction strategies are managed and delivered in a cohesive, effective and measurable way which considers all individuals in society and the environment at large.

Our values are: Innovation, Excellence, Integrity, Collaboration, Professionalism and Respect.

## Our commitment to Equity, Diversity, Inclusion and Belonging

At Police CPI, we are committed to fostering an environment where Equity, Diversity, Inclusion, and Belonging (EDIB) are at the forefront of everything we do. We believe that a diverse workforce, where every individual feels valued and respected, is essential for innovation and success. Our commitment to equity ensures that all employees have equal access to opportunities and resources, regardless of their background. We strive to create an inclusive

culture where everyone feels a sense of belonging and is encouraged to bring their whole selves to work.

## Role purpose

As a key member of the marketing and communications team, you will support the Marketing Manager in driving the development and execution of a high-impact marketing and communications strategy for Police Crime Prevention Initiatives (Police CPI). Your work will focus on promoting key initiatives, including Secured by Design (SBD), Licensing SAVI, and the Police Crime Prevention Academy (PCPA), with the ultimate goal of increasing awareness, engagement, and adoption of these programs.

## Responsibilities

1. **Execute Marketing Strategy:** Support the successful delivery of the marketing strategy as outlined in the VMOST (Vision, Mission, Objectives, Strategy, Tactics) plans, ensuring all initiatives are aligned with overarching goals and delivering measurable impact.
2. **Increase Brand Awareness:** Drive the growth of brand awareness across the Police CPI portfolio, increasing visibility within the Police Service, key stakeholders, and the general public, as measured by engagement metrics, media coverage, and public awareness surveys.
3. **Content Creation & Distribution:** Create and deliver monthly e-newsletters and manage website content updates, ensuring relevant, engaging content that drives increased traffic, user engagement, and conversions on the Police CPI website.
4. **Enhance SEO & Web Visibility:** Assist in the creation and execution of SEO strategies that improve the website's search rankings, resulting in higher organic traffic and greater online visibility for Police CPI initiatives.
5. **Social Media Engagement:** Develop and deliver targeted social media campaigns and assets using tools like Loomly to engage key audiences, drive traffic to digital platforms, and support awareness for specific initiatives, tracking key performance indicators (KPIs) such as reach, engagement, and conversions.
6. **Drive Paid Digital Campaigns:** Support the delivery of PPC campaigns to generate qualified traffic and conversions. Regularly monitor and report on campaign performance, optimising tactics to meet traffic and ROI objectives.
7. **Collaborate with External Agencies:** Manage relationships with design, events, and communications agencies to ensure high-quality, on-brand marketing collateral and event materials, with a focus on maximising the impact and efficiency of outsourced resources.
8. **Coordinate Major Events:** Play a key role in the coordination and promotion of the SBD Annual National Training Event and Exhibition, as well as other national industry events and exhibitions, ensuring successful execution and measurable outcomes such as attendee satisfaction, event leads, and follow-up opportunities.
9. **Manage Marketing Collateral:** Oversee the creation and management of marketing collateral (leaflets, brochures, banners, etc.) from concept to distribution, ensuring all materials align with brand guidelines and are effectively utilised in campaigns and events.

10. **Ensure Brand Compliance:** Work closely with the Compliance Manager to safeguard the integrity of Police CPI brands and trademarks, ensuring all marketing materials and communications are compliant with legal and brand guidelines.
11. **Track, Monitor, and Report on Performance:** Monitor and evaluate marketing activities, providing detailed reports on key performance indicators (KPIs) such as engagement, traffic, lead generation, and conversion rates. Present insights and recommendations at relevant meetings to drive continuous improvement.
12. **Support Stakeholder-Driven Campaigns:** Assist in the development and execution of new communications and marketing plans based on stakeholder requests, ensuring timely delivery and alignment with program objectives.

## Person specification

	Essential skills for the job
<b>Experience, skills, and knowledge</b>	
Substantial (3 years) experience working in a marketing role with similar responsibilities	✓
Ability to quickly learn and adapt to various software packages, including Office 365 (Excel, Word, PowerPoint), Mailchimp, Loomly, Trello, Salesforce, and Joomla!	✓
Bachelor's degree in Marketing, Communications or a Business-related subject or CIM Professional & Digital Marketing Qualifications minimum Level 4 Certificate	✓
Solution orientated – problem solver, flexible, adaptable & resilient	✓
A self-starter, capable of working on their own initiative and solving problems on both a commercial and creative level	✓
Excellent communication and project management skills, with the ability to multi-task and work efficiently	✓
Previous experience of delivering marketing campaigns and managing budgets across multiple channels	✓
Experience in creating and delivering social media content and campaigns	✓
Familiarity with SEO strategies and tools, and basic PPC campaign management	✓
Experience in reporting on campaign performance (e.g., email metrics, SEO, PPC, and social media engagement)	✓
<b>Personal qualities</b>	
Demonstrate commitment to the Police CPI values	✓
Promotes and works in accordance with organisational values	✓
Demonstrate a knowledge, understanding and personal commitment to Equality, Diversity, Inclusion and Belonging across all areas of work	✓

Demonstrates commitment to ISO 9001 quality standards	✓
<b>Creative Thinker:</b> Demonstrates the ability to think outside the box and generate innovative marketing ideas that resonate with diverse audiences and achieve business goals.	✓
<b>Detail-Oriented:</b> Pays close attention to detail, ensuring accuracy in marketing materials, campaign execution, and reporting to maintain a high standard of quality.	✓
<b>Adaptable:</b> Thrives in a fast-paced, dynamic environment, quickly adjusting to changing priorities and new challenges while maintaining a positive and can-do attitude.	✓

Organisational information	
All staff are expected to behave in accordance with the Police CPI values and mission statement. Have an awareness and understanding of the purpose of Police CPI.	✓

Employee			
Full Name:		Date:	
Line manager			
Full Name:		Date:	