



Marketing & Communications Manager

Company Profile

The GCVA (Gift Card & Voucher Association) is a vibrant membership organisation and trade body which represents the £7bn+ gift card, voucher and stored value finance industry, a fast growing and exciting sector. The GCVA has seen considerable growth over the last few years and undertook a complete brand refresh and relaunched as GCVA (previously UKGCVA) in March 2020.

The GCVA are now looking to recruit a fabulous Marketing & Communications Manager on a full time basis to fit right in to its brilliant growing team. The successful candidate will be responsible for the development, execution, implementation and delivery of the marketing and communications strategy for the organisation. You will report directly in to the Director General working closely with the Operations Director, team and external PR and design agencies. We have a small office in Hastings, and also work virtually via Zoom meetings and operate an office/home working policy.

The GCVA team works across the whole giftcard sector, providing a full menu of services to its 90 plus members. The GCVA's programme includes: a full programme of events, in-person and digital; webinars; networking, social, an annual awards gala event and a global two day conference, the industry's flag ship event of the year. Other services include: monthly newsletter, members' and industry website, PR, research, data, updates & briefings, #GiftBetter (consumer social platforms), advocacy, lobbying and updates on tax & VAT, fraud etc.

We are continually looking for new ways to add value to the membership and to increase our revenue streams., which the team plays a key part in.

Job Description

The Marketing & Comms Manager will review, and deliver the GCVA's marketing comms strategy. Initial key focus will be on the web development and digital strategy. Other priorities include marketing communications; e-shots; social media; website, newsletters, PR, research, public affairs, campaigns, brand and design management. Ensuring appropriate strategies and plans are in place for all audiences and stakeholder groups.

Criteria for the role

- Through the line skills – ability to work across all marketing & communication channels
- Excellent digital marketing skills including SEO, all social platforms – LinkedIn essential
- Excellent communication and writing skills for email, web, and social *including proof reading / editorial*
- Experience of managing PR activity, campaigns and agencies
- Project management – exceptional planning and scheduling skills
- Multi-tasker used to managing and delivering multiple projects
- Strong business relationship skills with a proven professional, commercial approach
- Motivated, proactive, multi-tasker and a fast learner
- Able to work to deadlines and thrive in fast-paced environment
- Must be able to hit the ground running and enjoy working with a team

Skills required

- Excellent Project management and strategy skills - *use of tools desirable (ie: Monday.com, Airtable)*
- Budget planning and management

- Excellent working knowledge of all key programmes including Microsoft Office (Word, Power Point/Keynote, Excel, Outlook, Mail Chimp, SurveyMonkey)
- Website, Content Management System, CRM knowledge
- Digital media expert with excellent knowledge of linked in and social media scheduling tools; Google Analytics knowledge essential

Responsibilities

- Develop, manage and implement the marketing and communications strategy
- Delivery of all GCVA communications – weekly, monthly & adhoc
- Manage and deliver #Gift Better – the consumer facing social platform
- Manage and implement the PR strategy, overseeing campaign development and be key point of liaison with the PR agency
- Managing consumer research projects throughout the year
- Must bring projects in on-time and to budget
- Development and implementation of the new GCVA website platform working with agency
- Assist on all live and virtual events as needed i.e., branding, presentations, event assistance
- Other duties as required

What else is there to know?

This role will suit a marketing professional with excellent digital marketing skills, who enjoys variety and project management, working hard in an environment where their ideas will make a difference.

Reports into: Operations Director / Director General

For more information contact: info@gcva.co.uk