

# **bright sparks**

**Digital Media Marketing Manager**

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**Seat Specification**

Hi,

Thank you for your interest in our role.

**Brightsparks is a full service creative agency specialising in behaviour change for social good.**

## **Our values**

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work with social purpose organisations to help them achieve their goals.

We are looking for candidates who share our core company values including;

- **Ambitious** - the more organisations we work with, the more people we can help, the greater our social impact is.
- **Nurturing** - our staff and clients so that they have the skills, resources and support they need to achieve their goals
- **Expectations** - we expect our staff to articulate ideas and solutions to the challenges and opportunities we face.
- **Right attitude** - We want to work with people with growth mindsets and 'can do' attitudes.
- **Autonomy** - people that take responsibility for their work and are not afraid to work and learn independently to solve problems, who take positive risks and bring about change
- **Coachable** - Our people can take and give direction and feedback to improve their own performance.
- **Big picture thinkers** - Are reflective of their own actions and can put the best interests of the company first.
- **Communicate with honesty and transparency.**

## **Our Approach**

### **Market-leading Tools and Systems**

We believe that social purpose organisations should be able to benefit from the same tools and systems used by Silicon Valley corporations. We use market-leading no-code and low-code products to provide future-proof, high quality solutions to help you achieve your aims.

## **Understanding How People Think**

All our work is underpinned by evidence-based behavioural psychology. We use this psychology (known as Behavioural Science) to create campaigns, brands, systems and services that will reach and engage your target audiences, and nudge them towards behaviour change our clients want to achieve.

## **Living our Values**

We reinvest our resources from Brightsparks Agency into our sister community interest company, Brightsparks CIC, so we can make even more of a difference.

## **How we work with our clients**

### **We're Part of our Clients' Teams**

We work collaboratively with our clients as an extension of their teams, supporting them to achieve their aims. They can count on us.

### **We get started as quickly as possible.**

We know that the quicker we get up and running with a project, the quicker we can start making a difference to our client, and their service users. Our team all work at Brightsparks to make a difference, so you can guarantee we're very quick off the starting blocks.

### **Data is King.**

We use data to guide decision making, not opinion.

### **We're passionate.**

We only take on projects where we know we have the knowledge and expertise to deliver great outcomes. Equally, we only do projects that we're passionate about and where we can see how our work will have a positive social impact. Otherwise, what's the point?

### **We're honest.**

If we think something's not going to work or we need to change approach, we say so. Even if it costs us money or involves us admitting we got it wrong. Brightsparks exists to make a positive difference and that always comes first.

## **Our Services**

We have a huge toolkit of services, systems and approaches we can draw on to create a custom solution to achieve our client's aims. Our brilliant team work with our clients to understand what they want to achieve, and design a solution that will meet (or exceed) their objectives. Our services include: campaigns, strategy, creative, and digital.

## What our staff say about working at Brightsparks Agency:

*"I felt like part of the team even before I formally started working at Brightsparks - It's such a friendly and supportive environment where we're challenged to do our best every day but have a lot of fun whilst doing so! No two days are the same and I can honestly say that I genuinely enjoy every aspect of my role here."*

*"Honestly, I just really love working here! Not only are we a creative, solution orientated agency, but the work we do actually makes a difference to people's lives. I have ADHD and when I told Sian and Lizzie that I would be starting to take medication not long after starting to work here, they were both supportive and understanding. It seems like such a natural thing to accept people for different ways of thinking and processing information, but unfortunately that isn't always the case. Lots of companies throw buzzwords around nowadays like 'Empowering' and 'Inclusive' but at Brightsparks these aren't just 21st century boxes to tick - these are things that are instilled every day by the warmth and level of care the management team has for our work, our clients and us!"*

*"Leonie, Andy and Sian are the most approachable Senior Management team I have ever had the pleasure working for. As a result of that I come to work every day wanting to do the best possible work I can. The passion you all feel for what we do and can do for our clients make me so proud to say that I work for Brightsparks. Every day I come to work knowing that you are all available if I need help with anything and you all have a unique skill of keeping an eye on projects ready to give advice and help where it is needed which is both reassuring and helpful."*

*"With the above in mind, Lizzie is absolutely amazing! In our weekly meetings she reiterates Brightsparks rocks, clearly and concisely shares her expectations of the team for the week ahead and the rocks she has put in place for us and takes time to walk through our individual rocks that we have set for ourselves. In 10 years of meetings I have never felt as organised as I do when I leave our Monday Meeting. It is a great way to start the week as a team making sure we are all working towards the same goal and thanks to Lizzie's management style, it's a fantastic and comfortable open forum for questions and ideas."*

*"Not long after I started working at Brightsparks, a policy was put in place for carers. I live with my mum and dad because my dad has Alzheimer's and aphasia, he is also currently being assessed to see if he has ALS. Mum is the primary caregiver, and I live with them to support her when she needs respite. Having a family member with Alzheimers is emotionally and physically taxing and the fact that I work for a company that took the time to discuss and form a policy around care for carers is both forward thinking and inclusive."*

*"Working for Brightsparks is an absolute pleasure. The team are welcoming and friendly, the working environment is inclusive and flexible, and you are always made to feel like a valued team member with something to contribute."*

*In my role as a Junior Marketing Executive, I am happy to have gained many valuable skills and worked on some very exciting projects in such a short space of time.*

*"As an employer, their approach is fit for a 21st-century organisation, offering a humanistic approach where health and wellbeing always come first. If you are value-driven and tired of working within an out-of-date company model, I highly recommend applying to join the Brightsparks team."*

## Seat Specification

### About Seats:

A seat describes a set of functions, actions or outcomes that a single person is responsible for leading on. The main difference between seats and more traditional Job roles is that seats are not fixed arrangements. They are a representation of what the business needs now but also acknowledge that they may not be the functions that the business needs in 3 years or even in 3 months. It also acknowledges that the person sitting in the seat may change over time too.

Only one person can occupy a seat and be responsible for its functions. However, a single person can occupy multiple seats across the business if needed. The main point of the seats approach is to split out the functions and requirements that the business needs from the personal attributes of individuals which is often how job roles are created and specified. Instead this seat specification will make it clear both what functions of the seat and then who occupies in the seat will be decided by who best GWC (**G**ets It, **W**ants It and has the **C**apacity to deliver it) the seat.

### How do we know if someone Gets the seat?

This is all about understanding the context behind the functions of a seat. You should ask yourself the following questions:

- Do I really understand the functions of the role at a fundamental level and why they are important to our business?
- Do I have enough experience to really understand what the outcomes of these functions look like and why they are important?
- Do I know what to expect when delivering the functions of the business?
- Do I have any examples of where I have delivered the functions of the seat successfully before?
- Could I hold my own in a conversation with someone else who gets the seat and provide ideas and solutions to achieve the seat functions?

### How do we know if someone Wants the seat?

We want people that genuinely want to be in a particular seat rather than want a job. We know that if you are not motivated by what you are doing then you are not likely to do it well and both parties will be unhappy. So the questions to ask yourself are:

- Do you genuinely want this seat?
- Do you feel motivated by the functions of the seat?
- Could you see yourself being innovative and trying to continually improve your performance in the seat?

If the answer is no then you're not in the right seat.

## How do we know if someone has the capacity to deliver the seat?

This all about if someone has the technical knowledge, experience, personal skills, competencies and temperament to successfully deliver the seat functions. You should ask yourself the following questions:

- Do I have sufficient knowledge (usually from work experience) to effectively deliver the functions of the role.
- Have I done the functions of the role before and what aspects did I find more difficult than others?
- Would others (current or past colleagues) consider me to be at least proficient in the seat functions if not an expert?
- Have I had enough exposure to the seat functions to realistically be able to start delivering them straight away or at least within a short period of learning time (within 3 months)?

## Seat Title: Digital Media Marketing Manager

For the purposes of this specification the seat will be described as a single seat but in the future may be separated depending on the business needs at the time.

### Seat Functions:

1. To design the strategy, execution, implementation and ongoing management of planned digital PPC, paid media, and organic marketing campaigns across the agency.
2. To manage the development, execution and evaluation of digital media buying, working within pre-agreed budgets to maximise ROI for the agency and it's clients.
3. To provide Leadership Management and Accountability to digital marketing staff and contractors.
4. To work within, and develop, systems and processes to ensure optimal media buying performance.
5. To be client facing where necessary for client onboarding and discovery sessions to obtain requirements and present recommendations on media buying approaches.
6. To analyse and manage existing ad campaigns to achieve and exceed performance KPIs where possible.
7. To support BSA's business development activities.

### Seat KPIs:

1. 80% of accounts/projects are on track or successfully achieved against company scorecard.

### Areas of significant control:

1. To have oversight of all PPC and paid digital media campaigns.
2. To drive forward innovation and continuous improvement in media buying client programmes.
3. To stay abreast with industry best practice, laws and regulations to ensure we stay compliant.

### Minimum Postholder Requirements:

- Relevant digital media ad platform qualifications and training.
- At least 3 years application experience leading and managing pay per click digital marketing
- 3 years experience successfully delivering digital, and/or marketing projects in agency settings.
- 2 years experience developing campaigns across a standard range of PPC and paid media platforms.

### Hours:

Brightsparks operates a typical 35 hour (FTE) working week. However, the post holder may be required to work additional hours upon request if required to fulfil the requirements of the seat. Additional hours worked will not incur additional payment. However, any hours worked over the 35 hour working week shall incur time off in lieu in line with Brightsparks flexible working policy.

### Salary Range:

Depending on experience up to £35,000

### Contract:

Permanent

### Location:

Hybrid working with requirement to work from York City Centre Office as well as home.

### Reporting to:

Lead Marketing and Communications Specialist

## Further Details

This seat specification is correct as at the date it is advertised. However, Brightsparks has the right to alter the seat specification at any time, in line with the demands and needs of the business.

Whilst this seat specification sets out the broad responsibilities of the seat, this is not intended to be an exhaustive list of responsibilities and the seat holder may be required to deliver any other responsibilities requested in line with the demands and needs of the business.