



National Day Nurseries Association

**\*Brighter thinking  
for early years**

## **Job Description**

### **Brand Marketing and Corporate Partnerships Manager**

**Responsible to:** Director of Business Development  
**Responsible for:** Marketing and Corporate Partnerships Team  
**Location:** Huddersfield (Hybrid)  
**Salary Band:** Band E  
**Hours:** 37 hours per week

**National Day Nurseries Association (NDNA)** is the national charity and membership association representing children's day nurseries across the UK, giving them information, training and support, so they can provide the best possible care to young children. NDNA is the voice of the day nursery sector, an integral part of the lives of nearly one million children and their families. NDNA works with local and national government to develop an environment in which quality early years education and care can flourish.

#### **Main purpose of the job**

To be responsible for the voice of the NDNA brand both on and offline. To inspire and lead the Marketing and Corporate Partnerships team and colleagues across NDNA to further raise the charity's profile, widen our reach across all audiences and support membership and organisational growth. To be responsible for the innovation and improvement of our communications and marketing activity and utilisation of our multichannel marketing opportunities to support income generation. With a strategic approach and an in-depth understanding of digital media, marketing and relationship management, the post holder will report to and work closely with the Director of Business Development.

#### **Main duties**

##### **General**

- Manage the performance of the marketing and corporate partnerships team and work effectively across teams and departments to ensure targets and KPIs are achieved
- Procure and manage the delivery of third-party agencies where necessary for marketing and corporate partnership activity, ensuring best value and liaising with key stakeholders across departments to ensure needs are met

##### **Marketing**

- Develop and manage the NDNA marketing strategy, to position the charity's marketing for membership growth, increased brand awareness and self-sustainability
- Work with the Membership Services Manager and Business Development Manager to ensure an integrated approach to product marketing that enables the achievement of product and services sales targets
- Collaborate and coordinate with the membership and policy teams to develop new and innovative marketing ideas in line with our brand marketing

- Prepare and manage the marketing and commercial budgets, ensuring robust and proactive financial management and return on investment
- Collate, analyse and interpret complex sets of technical marketing performance data, translating into strategy that generates return on investment
- Create and oversee innovative marketing campaigns that meet and/or exceed the needs of the campaign manager/client and work closely with them to track effectiveness of the campaign and reporting findings to both the client and the marketing team for analysis
- Manage the planning, design and production of promotional campaigns and materials including websites, magazine, emails and bulletins, and write and deliver content and social media plans
- Develop and maintain a multichannel marketing plan comprising a series of offline and online activities with associated communication protocols for use across the organisation and ensure compliance
- Develop and manage the paid ads strategy, ensuring positive return on investment for membership and products and services paid ads
- Identify opportunities for increases in sales, quality, productivity and efficiency that are compliant and safe
- Develop and undertake customer and competitor marketing research, gather and utilise the intelligence to develop strategies, tactics and inform product development
- Maintain up-to-date understanding of stakeholder perspectives through regular engagement
- Manage the Maths Champions Marketing Manager to promote the programme and increase uplift in enquiries
- Explore marketing developments including AI to increase NDNA's reach
- Contribute and be responsible for data compliance in marketing as part of NDNA's GDPR Policy, supporting the Information Governance Group
- Attend Strategic Leadership Team and Board meetings (where necessary) to set the marketing strategy for the organisation to support the delivery of the organisational objectives and commercial income targets
- Represent NDNA at external events and meetings as appropriate, proactively seeking out and engaging in networking opportunities to the benefit of NDNA
- Oversee the organisation's attendance at events, such as trade shows and conferences
- Support the delivery of NDNA's Annual Conference, Awards and other NDNA engagement events, working closely with the Events Team

### **Corporate Partnerships**

- Develop and manage NDNA's partnership strategy and ensure contracts with corporate partners, commercial activity including advertising plans and delivery of projects with commercial partners protect NDNA, meet our legal obligations and maximise financial and non-financial return to NDNA and our members

- Achieve an annual income generation target through presenting a broad range of multichannel marketing opportunities to commercial suppliers
- Manage, support and guide the Partnerships Manager to source and engage new commercial partners and advertisers whose business aims meet the needs of NDNA members and are consistent with NDNA policy
- Ensure the overall quality of all marketing proposals, plans and delivery and ensure that any complaints (regarding our brand marketing or partners and/or advertisers) are responded to in a timely and professional manner; and acted upon where necessary
- Any other duties reasonably requested by line management and commensurate with the post.

In carrying out the duties and responsibilities set out within the job description and in the context of developing working relationships with others, the post holder will be expected to demonstrate commitment to and comply with the specific requirements of all of NDNA's policy and procedures.

**Personnel Specification**  
**Brand Marketing & Corporate Partnerships Manager**

Criteria	Identified by
<p><b>QUALIFICATIONS</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Good honours degree or equivalent experience</li> <li>• Recognised marketing/communications professional qualification or demonstrable level of equivalent expertise</li> </ul>	<p>CV/ Interview</p>
<p><b>EXPERIENCE</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Significant demonstrable experience at Brand Manager level and/or account management</li> <li>• Significant line management experience of a marketing/ relationship management team</li> <li>• Track record of consistent achievement of income generation</li> <li>• Comprehensive experience of social and digital marketing and communications</li> <li>• Project and budget management</li> <li>• Internal communications and commercial marketing plans</li> <li>• Managing long-term customer relationships</li> <li>• Marketing products and services to blue-chip companies or business-to-business sectors</li> <li>• Experience in product launches and sales</li> <li>• Develop and drive new tactical initiatives and brand building ideas</li> <li>• Creating an internal communication strategy that builds knowledge and understanding across teams</li> <li>• Leading smooth on-boarding of new partners and integration within the organisation</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Media relations management</li> <li>• Experience in working in membership organisations is advantageous.</li> </ul>	<p>CV Task Interview</p>
<p><b>SKILLS AND ABILITIES</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• A strategic thinker, with the ability to innovate and drive change</li> <li>• Outstanding interpersonal and influencing skills and ability to engage a broad audience quickly</li> <li>• Excellent sales and business development skills with the ability to work to targets and manage customer relationships</li> <li>• A confident communicator at all levels with very strong written and verbal communications skills</li> <li>• Dynamic, innovative and able to seek out future potential opportunities</li> <li>• Ability to stay focused on sales targets</li> <li>• Ability to lead a multi-disciplined team to achieve results</li> </ul>	<p>CV Task Interview</p>

<ul style="list-style-type: none"> <li>• Demonstrates excellent customer service standards, focusing on their needs whilst balancing the needs of the organisation</li> <li>• Project and budget management, numerate with the ability to produce accurate reports and analysis</li> <li>• Thorough attention to detail and quality control of own and others' output</li> <li>• Ability to manage a demanding workload, meeting deadlines and quality requirements</li> <li>• Ability to set, meet and evaluate targets and outcomes</li> <li>• Emotional intelligence; aware of the needs of stakeholders in the wake of the differing (policy) environments</li> <li>• Ability to identify cross-promotional opportunities</li> <li>• Demonstrates high levels of energy and drive and strong analytical skills</li> <li>• Confidence and ability to manage and deliver change</li> <li>• Strongly results oriented with demonstrable track record of success</li> <li>• Highly flexible and adapts well to a rapidly changing environment.</li> <li>• Creative individual who utilises and keeps abreast of new innovations and trends</li> </ul>	
<p><b>Knowledge</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Thorough, up to date knowledge of marketing and communications strategies and techniques</li> <li>• Thorough knowledge of corporate partnership marketing</li> <li>• Highly computer literate with experience of Microsoft 365, leading social media platforms, content management systems and CRM systems</li> <li>• GDPR compliance</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Understanding of: <ul style="list-style-type: none"> <li>○ The childcare sector</li> <li>○ Cyber security/NCSC standards</li> <li>○ AI advancements</li> </ul> </li> <li>• Events management experience</li> </ul>	<p>CV Task Interview</p>
<p><b>Other Requirements</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Able to undertake travel and work at weekend/evenings, including occasional overnight stays</li> <li>• Able to drive and have access to a car</li> </ul>	<p>Interview</p>

