

Job description

Marketing Manager

Main purpose

Every year, CSE's advice service helps thousands of people to reduce their energy bills, improve their homes and stay warm. This role exists to make sure more of the people who need that help can find it.

This role will grow awareness of and referrals to CSE's advice services – both among professional referrers and directly with members of the public. This role sits within the Communications team and works closely with the Household Energy Services (HES) team to develop sustained marketing plans, build and maintain referrer relationships, produce high-quality materials, and measure the impact of marketing activity.

The role works within a five-person Communications team and alongside the Digital Communications Manager, who retains ownership of CSE's digital channels. This post holder briefs into those channels and leads on HES-specific marketing content and activity.

Specific responsibilities

Marketing planning

- Work with HES project managers to identify marketing objectives and targets for each project, including call volumes, referral form submissions and website advice content engagement.
- Develop and maintain a sustained, practical marketing plan for the advice services, covering both B2C (direct to householders) and B2B (referrer engagement) activity.
- Contribute to and help implement the overarching HES communications strategy, working within the wider Communications Strategy led by the Head of Communications.
- Review and refresh the marketing plan regularly in response to data, feedback and changing project needs.
- Work with the Head of Communications and project managers to identify and manage any available marketing budget, ensuring spend is tracked, justified and delivering measurable return.
- Work with Head of Advice to understand the priority client groups and referral partners identified in CSE's Fuel Poverty and Vulnerable Customers work programme and strategy.

Referrer engagement

- Work with project managers to research and map the professional referrer landscape for each

project area, identifying the right intermediaries e.g. social prescribers, housing officers, GP surgeries, advice organisations and community groups.

- Build and maintain a referrer contact database, segmented by project area and organisation type.
- Lead a proactive, sustained outreach programme developing briefing materials, managing regular contact, re-engaging, lapsed partners and maintaining referrer relationships over time.
- Develop clear, compelling materials and messaging to help referrers understand the CSE advice service and communicate it confidently to their clients.
- Work with project managers to ensure marketing outreach is coordinated and joined up across projects.

Public-facing marketing

- Develop and deliver direct-to-public marketing activities to encourage people to contact the energy advice line, including print distribution and community channels.
- Work with the Digital Communications Manager on project specific digital content needs including Google Ads, website content and email campaigns contributing copy and messaging as required.
- Work with the Digital Communications Manager to support clear, effective user journeys for people seeking energy advice on the CSE website.
- Identify and develop relationships with local publications, newsletters, and community platforms to extend reach into target audiences.
- Ensure marketing activity is designed to reach people who are least likely to be reached through traditional channels, including those who are digitally excluded, and identify appropriate approaches to connect with underserved communities.
- Review and develop messaging and tone to ensure it resonates with and is appropriate for the audiences we most need to reach, drawing on relevant research and evidence.

Materials and content production

- Produce high-quality marketing materials independently in Canva or Adobe Creative Suite including leaflets, flyers, social content and event materials in line with CSE's brand guidelines and co-branding model.
- Brief the Senior Communications and Brand Manager for more complex design work, providing clear creative briefs.
- Develop and maintain a suite of standard content assets including newsletter text, referrer briefing packs and seasonal campaign materials for use by project staff and partners.
- Oversee an organised, accessible repository of HES marketing materials.

Measurement and reporting

- Own marketing measurement for the advice services tracking key metrics, reporting regularly to HES project managers and the Head of Communications.
- Work with HES and the Digital Communications Manager to improve tracking of referral sources and build a clearer picture of which activity is driving results.
- Use data to inform decisions about where to focus effort and resource, and to make the case for marketing investment.

General responsibilities

- Ensure all HES marketing activity adheres to CSE's brand guidelines and tone of voice and applies the co-branding model for projects consistently across materials and channels.
- Where capacity allows beyond core HES priorities, provide marketing support to colleagues across CSE on their projects, tools and services.
- Support the Head of Communications in strengthening the visibility and consistency of CSE's identity across the advice services, and in addressing brand fragmentation over time. Work closely with colleagues in the Communications team and develop and maintain effective working relationships with colleagues across the organisation, particularly within the HES work programme.
- Plan and prioritise your workload to achieve high standards and meet agreed deadlines.
- Communicate clearly using appropriate language and style for target audience.
- Represent yourself and CSE positively within and outside CSE, in line with CSE's mission and strategic objectives.
- Use resources efficiently and effectively and maintain accurate records within CSE systems and procedures.
- Understand how your work and that of your team contributes to CSE's wider organisational impact, aligns with our mission and current strategy and reflects our purpose, methods and values.
- Ensure CSE's core qualities of commitment to CSE, collaboration, conscientiousness and initiative feature in your own work and in your working relationships with others (both within CSE and externally).

Relationships and contacts

- The post-holder will be managed by the Head of Communications and will work closely with all members of the Communications team, including the Digital Communications Manager and Senior Communications and Brand Manager.
- The post-holder will develop and maintain strong working relationships with HES project

managers and the wider HES team, working collaboratively to plan and deliver marketing activity.

- The post-holder will have regular contact with external referrer organisations including housing associations, social prescribing networks, GP surgeries, advice agencies and community groups.
- The post-holder will liaise with local media, community publications and partner organisations as part of public-facing marketing activity.
- The post-holder may have contact with external suppliers including designers, print providers, and digital agencies.

The responsibilities of this post and reporting structure will be periodically reviewed.

Place of work and other requirements

This role may require a standard DBS check.

This post is based at the CSE office in Bristol. Hybrid working is an option, with a minimum of two days in the office per week.

The post-holder will be required to undertake City & Guilds Level 3 Energy Awareness training.

Person specification

Requirement	Essential	Desirable
Education and professional qualifications	Minimum Maths and English GCSE or equivalent.	Recognised professional qualification (e.g. CIM certificate or diploma) or equivalent level of knowledge gained through demonstrable experience.
Experience	3 to 5 years' experience in a marketing role with responsibility for planning and delivering campaigns or marketing programmes. Experience of marketing to two distinct audiences: professional intermediaries (B2B) and members of the public (B2C). Experience of building and managing relationships with external organisations or referral networks.	Experience of marketing advice, health, social care or public services – particularly where reaching people in more vulnerable circumstances or hard-to-reach audiences is a priority. Experience of marketing a service delivered under multiple project or sub-brand identities. Experience of working in or alongside a communications team in a charity or not-for-profit organisation.

	Experience producing print-ready marketing materials independently using Canva or Adobe Creative Suite. Experience of working with brand and style guidelines and adapting content to fit audience needs. An understanding of data protection and GDPR.	
Skills and abilities	Strong written and verbal communicator, able to develop clear, compelling messages for different audiences across a range of formats. Able to produce high-quality design assets independently in Canva and/or Adobe Creative Suite. Analytical – able to interpret data, identify what’s working and make evidence-based recommendations. Organised and self-directed. Able to manage a varied workload across multiple projects, meet deadlines and work with minimal supervision. Strong interpersonal and relationship-building skills, with confidence in representing CSE’s services to external organisations. Able to translate complex or technical information into clear, accessible communications for non-specialist audiences. A collaborative team player with the ability to work effectively across teams and develop good working relationships at all levels. Able to manage a marketing budget, track spend and demonstrate value for money.	Experience of presenting data and marketing insights to non-marketing colleagues or managers. Working knowledge of SEO principles and how they apply to service promotion, including awareness of how AI-driven search is changing the way people find services online. Experience of Google Analytics or similar tools to track and report on marketing performance. Experience of email marketing, including segmentation and campaign management.

Personal qualities	Confident, proactive and self-motivated. Able to take initiative and drive activity forward without waiting to be directed. Curious and strategic. Able to think about what will work, not just execute tasks. Empathy with CSE's mission and values, and a genuine interest in the communities and individuals our advice services support. Flexible and able to respond professionally to changing briefs, deadlines and priorities. Good listener, able to understand and interpret the needs of project colleagues and external partners.	
Leadership and management	Internal stakeholder management; able to build trust and influence with project managers and colleagues across CSE.	Experience of supporting junior colleagues