

Job Description

Job Title:	Marketing and Communications Manager
Reports to:	CEO
Responsible for:	N/A
Location:	Head Office, Rotherham
Grade:	4
Salary:	Starting salary £34,415
Job type:	Permanent, full time 37.5 hours per week

Job Purpose

Leading on all marketing, communications and PR activity for the charity, this role will develop and implement strategic communications plans ensuring consistency, clarity and impact. It will develop internal and external communications, including media relations, public relations, corporate messaging, publications, promotional merchandise and digital communications across a range of platforms. It will be responsible for delivering clear, on-brand messaging across a variety of different audiences and channels (both online and offline)

Key Responsibilities

- Oversee and manage all marketing activities, taking ownership for the organisational brand and messaging.
- Develop comprehensive communications and marketing strategies and plans to drive and underpin activity and direction.
- Lead on public relations activity, including driving media coverage and coordinating media visits.
- Plan, design and create content for both online and offline resources, evidencing impact through storytelling and user engagement.
- Lead on the creation of brand collateral, ensuring compliance with brand standards.
- Increase organisational presence across digital platforms.
- Lead on web development, continually improving and identifying ways in which this can be used to support service delivery.
- Co-ordinate and participate in internal and external events, taking responsibility for logistics, internal and external liaison, set up, timetabling and evaluation.
- Analyse digital trends, insightful data and website traffic and utilise data to provide clear and concise management information, reporting against key performance indicators and to direct future planning.
- Monitor and control the allocated budget to ensure the efficient and effective use of all resources and identify future resourcing needs as part of annual budget planning.

- To take responsibility for individual learning and professional development, and participate in local and national training and development opportunities.
- To undertake any other duties as requested and reasonable to the post.

Qualifications, skills and experience

Essential

- Proven experience in marketing, communications and PR.
- Experience of developing plans, strategies and proposals.
- Demonstrable experience of creating clear, engaging and on-brand messaging across a variety of different audiences and channels (both online and offline).
- Experience in copywriting for various platforms, including press releases, articles, and promotional materials, with a strong attention to detail.
- Experience of dealing proactively and reactively with the media.
- Creative thinker with the ability to generate innovative PR ideas.
- Skilled at managing multiple projects, and able to meet deadlines.
- Able to gather and analyse data, providing reporting metrics and using these to influence activity.
- A collaborative team player who is adaptable, resourceful, and thrives under pressure.
- A passion for motivating and inspiring others, with excellent leadership and communication skills.
- A valid driving licence and access to a vehicle.
- Flexibility to travel across a wide geographic area with occasional overnight stays.

Desirable

- Management experience in a marketing / communications / PR role
- Proficiency in design and photo editing software e.g. Canva
- Educated to a degree level or equivalent
- CIM or other marketing qualification
- Experience of working within, or demonstrable knowledge of, the charity sector or social care environment

This job description reflects the major tasks to be carried out by the jobholder and identifies the level of responsibility at which the jobholder will be required to work. It does not include a definitive list of all tasks and responsibilities as these may change over time.

This job description may be subject to review and/ or amendment at any time to reflect the requirements of the job.