

Job description

Job title

Marketing Communications Manager

Hours

37.5 hours per week – with some weekend and evening work on occasions

Contract

Maternity Cover 12-month contract

Role profile and grade

OS45A - Grade 4, Point 10 rising to Point 12 with biennial increments

Salary

£43,150.00 rising to £46,551.00

Location

Hybrid - Cheadle, Stockport.

We have moved to hybrid working so the post holder will only be required to come into the office several days a week. Ability to travel to Together Trust locations in Greater Manchester and meetings throughout England will be necessary.

Reports to

Head of Communications

Type of DBS required

Standard (We will apply for this on your behalf.)

Job purpose

Be an amazing communicator with an expertise in writing compelling and accessible marketing communications. You have a key role and responsibility to promote and protect the external reputation of the organisation as deputy to the head of communications. They must also play an active role in proactive planning, strategic thinking and delivering communications and marketing campaigns and events to key groups, such as supporters, volunteers, media and staff.

The marketing communications manager will line-manage communication team members and deputise for the head of communications when necessary.

Key responsibilities

Management

- Line manage communication team members, working to set KPIs agreed by the head of communications.
- Work with the head of communications to continually increase our profile ensuring a consistent message and calls to action are shared with external audiences.
- Lead on the development of marketing and reputational PR to agreed KPIs.
- Deputise for the head of communications including being on call as part of a media rota for 24/7 crisis response.
- Assist the head of comms to continuously improve ways of working including facilitation of proactive planning sessions with a wide variety of key stakeholders.
- Create comms which deliver consistency and clarity in all stakeholder communications to ensure simplicity, brand fit and impact. Ensure brand guidelines are adhered to.
- Working with the wider team (social, design, brand) to ensure channel plans are understood, supported, and integrated. Lead on digital engagement strategies to agreed KPIs.

- Manage google ad grant (worth approx. £8K per month) ensuring that it is optimised to help drive service recruitment successfully.
- Oversee the communications information asset register adhering to GDPR guidelines as per trust policy.
- Oversee reputation management to key external audiences.

Internal Comms

- Lead on all staff and corporate messaging to ensure that it is clear, simple and accessible to all stakeholders.
- Support the head of communications in all crisis communication.
- Line manage the internal communications officer and support at all service meetings.

Media

- Lead colleagues to identify positive media opportunities.
- Deputise crisis communications for HOC.
- Responsible with HOC for 24/7 on call rota for media monitoring and crisis communications.
- Devise successful integrated media plans for specific campaigns and fundraising drives to appeal to target audiences.
- Editorial responsibility to draft and distribute press notices, media comments, features and letters to editors, often to tight deadlines.
- Setting up and managing media interviews with spokespeople ensuring that any reporting is accurate and does not negatively impact on organisational reputation.
- Setting up case studies and supporting senior staff with their media work.

Fundraising

- Communications lead working with fundraising colleagues to plan the direction of successful fundraising and other campaigns to drive income up for the organisation.
- Implement briefs and report on performance of key income driving campaigns.
- Ensure campaign compliance within fundraising regulations.
- Responsibility for data management of over 3,000 consumer records ensuring that they are GDPR compliant in line with Trust policy.

Events

- Manage the delivery of key external events on time and in budget.

General Communications

- Implement successful communications strategies to provide information to stakeholders supporting the head of communications.
- Continually monitor and evaluate the success of communication plans, working with a broad range of stakeholders.
- Draft and develop key messages for target audiences.
- Write and edit copy for various publications and materials (both print and online).
- Actively source case studies, stories and content that helps to show the human element of our work.

Other responsibilities

- Keep abreast of competitor activities actively making recommendations to the team on future improvements and opportunities we could test in the future.
- Carry out any other duties commensurate with the general level of responsibility of the post.
- Promote and implement equal opportunities policy in all aspects of work.
- Actively engage with the Together Trust's vision, mission and values.
- Commit to promoting equality, diversity and inclusion.

Person specification

You will need demonstrate the extent that you have the necessary requirements for this role. Please use examples in your application how you match the criteria in the person specification and your experience of the responsibilities outlined for the role.

	Essential	Desirable
Education, qualifications and training	Educated to level 3 or 4 or equivalent relevant work experience in PR and communications.	Relevant qualification in marketing or communications.
Experience and skills	<p>Experience of managing a communications team.</p> <p>Demonstrable success in generating successful communication projects, policy campaigns, digital, marketing, internal communications and events.</p> <p>Experience in digital, internal comms, policy, PR and media relations.</p> <p>Experience in monitoring and evaluating projects.</p> <p>Experience in managing data and good knowledge of GPRD.</p> <p>Experience of managing a budget and set KPIs.</p> <p>Experience of implementing a successful intranet strategy.</p> <p>Experience of building effective relationships, influencing and</p>	<p>Experience of working in the charity sector</p> <p>Experience of launching a new website and a rebrand project.</p> <p>Experience of using Interact software</p> <p>Experience of delivering successful campaigns to support fundraising strategies.</p>

	<p>negotiating with key internal and external stakeholders.</p> <p>Excellent written and verbal communications skills – the ability to write for different audiences and purposes (e.g. articles, briefings, internal communications).</p> <p>Experience of training colleagues in the workplace on comms and marketing best practice i.e. social media guidelines etc.</p> <p>Experience of taking responsibility for final editorial and branding sign off.</p> <p>Networking and strong interpersonal skills – the ability to build good relationships across all levels of the organisation and externally, adapting tone and approach to inspire confidence, trust and cooperation from colleagues and contacts.</p>	
<p>Knowledge and understanding</p>	<p>Up-to-date knowledge of communication and marketing methods, techniques and procedures.</p> <p>Understanding of the charity sector and issues relating to the activities of the Together Trust.</p>	
<p>Other</p>	<p>Resilience and confidence – the ability to</p>	

	<p>work with colleagues and challenge where necessary, using logic and reasoning.</p> <p>Application of creative and lateral thinking, combined with good problem-solving skills.</p> <p>Ability to work on a number of competing high priority projects, using different disciplines, at once.</p> <p>Maintain sensitivity, confidentiality and discretion at all times when working on highly confidential communication statements etc.</p> <p>Networking, influencing and negotiation skills.</p> <p>Excellent communication skills with an excellent standard of written and oral English.</p> <p>Strong IT, digital and administrative skills.</p> <p>Pro-active and a self-starter.</p> <p>Supportive and nurturing: assisting and advising other team members and colleagues.</p> <p>Flexible: able to change direction, or modify the way in which you do something; willingness to try, be adaptable and have a positive outlook.</p>	
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	<p>Reliable.</p> <p>Assertive: Ability to manage workloads effectively and challenge colleagues professionally where necessary.</p> <p>Committed.</p> <p>Self-motivated.</p> <p>Appetite to learn and to add value wherever possible.</p>	
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Applications are welcome from all regardless of age, disability, marriage or civil partnership, pregnancy or maternity, religion or belief, race, sex, sexual orientation, trans status or socio-economic background. We are committed to making reasonable adjustments for disabled people. We positively encourage applications from those with lived experience.

If there is any part of your lived experience you want to keep confidential in some way please talk to the Recruitment or HR shared service teams and we will do what we can to support you.