

## **Marketing and Communications Manager: Job Description**

Reporting To: Director of Income Generation

Terms: Salary: NJC 33-40 £28,746 - £34,748

Hours: 37 hours per week, 24 days holiday plus bank holidays

Location: Head Office, Bromley Cross, Bolton

### **Main Purpose of Job**

The purpose of the role is to support the Director of Income Generation in the marketing and promotion of the products and services of Birtenshaw, its public relations strategy and the delivery of social media campaigns ensuring organisational values, ambitions and goals are achieved. This is a central role responsible for developing and implementing a marketing and public relations strategy and related communications including the use of social media to support campaigns.

### **Marketing**

To create a 'corporate' marketing strategy and implementation plan, working with Directors/ Managers to identifying future opportunities for brand enhancement

To deliver marketing campaigns for all business areas in partnership with Directors/ Managers and ensure relevant coordination across Birtenshaw in line with corporate strategy

Development of the marketing budget including seeking opportunities for increased external support.

To work with colleagues to develop marketing collateral, including for recruitment and tendering opportunities and brand(s) awareness

To take responsibility for external PR & Marketing events and maximising opportunities for communications activity

To monitor customer and stakeholder satisfaction through market research and feedback and identify actions and campaigns to enhance wherever possible

To act as the custodian for the Corporate Brand(s)

To represent Birtenshaw as appropriate

## **PR**

To identify press opportunities both internally and externally (policy & industry/sectorial)

To keep a diary of press communications activity

To develop corporate messages and disseminate proactively

## **Social Media**

To be responsible for all social media activity (Twitter, Facebook, LinkedIn) and managing corporate social media accounts.

To work with Directors/ Managers and partners to support campaigns and initiatives to seek opportunities to improve the use of social media and develop engagement with positive outcomes

## **Key Success Areas**

Raise the profile of Birtenshaw at national and local levels including on social media, supporting the organisation's ambition to become the '*Provider of Choice*' in a national context.

Greater external awareness, understanding and credibility of the services Birtenshaw offers.

Proactive and co-ordinated press communications

Co-ordinated programme of campaigns and social media activity

Improved media relations and press coverage (including published articles/blogs).

## **Person Specification**

Educated to degree / Level 4 or above

CIM or other marketing qualification desired

Knowledge, skills and experience

Strong project management and organizational skills

An excellent knowledge of marketing techniques and their application including development of campaigns from inception to delivery

Market research experience relating to product development and route to market activity

Excellent communication skills with the ability to interact with a range of audiences from across a number of disciplines

Ability to utilise social media and web applications to support market activity and corporate image

Able to establish and maintain effective working relationships with other Birtenshaw services, stakeholders and partners

Ability to exercise judgement, identifying and managing risk and making clear, informed, appropriate, pragmatic and timely decisions within a highly pressurised environment.

Good written and oral communication skills

IT literate: Familiar with using word processing, databases, spread sheets, and web applications including email, e-marketing, s-surveys, e-discussion groups, creative applications etc.

Stamina, energy and enthusiasm to handle the demands from across the organisation

### **Other**

Hold a valid driving license and passport

Able to attend events and other off-site activities