

JOB PROFILE: MARKETING AND COMMUNICATIONS MANAGER

Role:	MARKETING AND COMMUNICATIONS MANAGER	Date profile last reviewed:	MAY 2022
Name:		Reports to:	HEAD OF COMMUNICATIONS

MAIN SUMMARY OF ROLE:

As the Marketing and Communications Manager you will be responsible for the development and implementation of a variety of marketing and communications campaigns across the charity, driving up-take of the charities services and supporting the wider business plan. This role and team is responsible for all content, excluding PR but including traditional and digital media and sponsored partners. You will work collaboratively with the wider team to ensure all marketing activity is on brand and meets high creative standards; manage the development and implementation of bought media plans across a wide range of channels and liaise with partners and suppliers to deliver marketing activity. The is role line manages the Marketing Executive, Digital Communications Executive, and Communications Executive (Partnerships).

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Work with internal and external stakeholders to plan, develop and launch campaign plans to meet agreed targets
- Actively manage and steward the implementation of the Fund's brand and identity to ensure consistent use across the organisation and how it is applied externally
- Manage digital content for social media and the website
- Design and print management for a wide range of marketing materials including the Annual Review and stakeholder engagement materials
- Generate engaging multi-channel content to support the various teams across the organisation including personal stories and case studies
- Manage external agencies and suppliers, including designers, photographers and videographers
- Measure and regularly report on the performance and impact of marketing campaigns
- Manage the yearly budget and ensure the charity is getting real value

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Working with people • Presenting and communicating information • Planning and organising • Learning and researching • Following instructions and procedures • Writing and reporting 	<ul style="list-style-type: none"> •

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Educated to degree level or equivalent experience 	<ul style="list-style-type: none"> CIM or equivalent

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Positive attitude and a passion for working within a charity Excellent understanding of marketing principles and best practices Demonstrable experience of planning and producing engaging multi-channel campaigns Proven experience of analysing and interpreting data Experience of briefing and working with external agencies Ability to thrive in a dynamic, proactive and reactive environment 	<ul style="list-style-type: none"> Interest or understanding of the Royal Air Force Experience of Drupal CMS Strong understanding of social media platforms Proven track record of controlling marketing spends

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Excellent written and verbal communication skills Strong project management skills with experience of managing marketing projects A great communicator and team player, passionate about working with others to get things done Self-confident and practical, able to take ownership and drive tasks to completion, seeking support where needed Excellent attention to detail 	<ul style="list-style-type: none"> Familiar with Photoshop and InDesign Creative flair, with the ability to spot a good story or opportunity

Other Requirements:

- Travel to RAF Stations and UK locations and willingness to work out of hours and at weekends (as appropriate).
- To carry out any other duties that is within the scope of the job as requested by the Head of Communications.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date:

