

JOB DESCRIPTION

Post Title:	Communications & Marketing Manager
Responsible to:	Director of Operations
Responsible for:	Communications & Marketing Department
Summary of post:	To develop effective communications, marketing and insight strategies in order to inform and support the wider organisation and delivery of the strategic plan. To support the organisations understanding of its members via: the management of the Guild's CRM system; development of segmentation strategies; and the delivery of an insight programme on key data and trends. To oversee the day to day operation of the Communications & Marketing department, and related activities.

DUTIES & RESPONSIBILITIES:

1. To work with the Director of Operations to develop and deliver communications, marketing and insight strategies to support the organisation in the delivery of its strategic objectives.
2. To be responsible for the day to day coordination of the Communications & Marketing Department and associated activity – including the overseeing of communications campaigns, insight activity, online, digital and social media activity, media relations, design, media sales & sponsorship.
3. To be responsible for the management and coordination of the Guild's website and CRM system –with a view to increasing engagement, participation and satisfaction.
4. To oversee the delivery of insight strategies and activity to ensure that the organisation, senior managers and Guild Officers are provided with up-to-date information on key data and trends to inform decision making.
5. To be responsible for the effective management of student data held within the CRM System/Website, (and other online systems as applicable), and ensure adherence to the Data Protection Act and Guild Data Protection Policy.
6. To be responsible for the development, management and application of marketing segmentation strategies, to ensure that communications are tailored to maximize engagement, relevance and interest.
7. To provide data and information from the analysis and evaluation of communications and digital activity, events, promotions and marketing initiatives to inform strategy and development.
8. To identify key messages which are both powerful and consistent for use throughout communications campaigns and PR activity.

9. To work with Guild Officers, staff and volunteers to promote a unified brand for the Guild in terms of customer/client interaction.
10. To oversee, and provide support where applicable, the development of a range of communications material from initial brief to creative implementation and delivery, with a view to increasing engagement, participation and satisfaction.
11. To support, and coordinate where appropriate, key organisational and stakeholder events such as VIP visits and Welcome Week.
12. To develop strategies and processes to plan and project manage PR & media activity and evaluate all media activity post campaign, in terms of coverage and messages.
13. To liaise and build relationships with key journalists, media agencies and external stakeholders, providing accurate copy and proactive press releases promoting the Guild of Students and its messages.
14. To support the positive development of the Guild's profile and reputation.
15. To work closely to developing relationships with key University stakeholders, such as the Alumni and Corporate Relations Departments.
16. To work with staff and Officers to identify and develop a portfolio of case studies and 'good news' stories.
17. To develop the annual Communications & Marketing budget, and monitor budgets and maintain spend/income at agreed level in agreement with the Director of Operations
18. To manage and supervise staff within the department, to include: recruitment, the setting and delivery of key objectives and department plans to achieve strategic objectives.
19. To adhere to all relevant Guild policy with particular reference to staffing, health and safety, environmental and any relevant Guild Policy where it may impact upon your role
20. To undertake appropriate training and personal development as required for the role.
21. To participate as a member of the Communications & Marketing Department, Middle Management and wider Guild team.
22. To portray a positive image of the Guild both internally and externally, and set high standards of personal integrity and professionalism, leading by personal example.
23. To support the work of the Communications & Marketing Department, where necessary, in the event of sickness, holiday or other exceptional circumstances.
24. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

June 2016



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Person Specification: Communications & Marketing Manager

You must be able to demonstrate in your application that you have:	Essential	Desirable
QUALIFICATIONS		
Good general education, to degree standard, including Maths and English at least to Grade C GCSE or equivalent	✓	
Evidence of continued professional development in the field of communications/PR/marketing	✓	
Communications/Marketing/PR/Journalism/ or related educational or professional qualification	✓	
A Management/Leadership or related professional qualification		✓
KNOWLEDGE AND EXPERIENCE		
Experience of developing and delivering communications, marketing strategies	✓	
Experience of developing and managing websites and CRM systems to support business objectives	✓	
Experience of managing and delivering insight activity to generate data and information to inform decision making		✓
Experience of developing and delivering marketing segmentation strategies		✓
Experience of designing, delivering & managing effective communications campaigns and activity across a range of media (including online, digital & social)	✓	
Experience of dealing with the media, media agencies and media representatives	✓	
Experience of developing and managing relationships with stakeholders to deliver objectives	✓	
Experience of writing press releases, coordinating PR activity and generating positive PR coverage	✓	
Experience of briefing staff/personnel for communications, press interviews		✓
Experience of public speaking/presenting		✓
Experience of coordinating and/or delivering projects within a given timeframe and budget	✓	
Supervisory experience	✓	
Experience of setting, monitoring and managing budgets	✓	
SKILLS AND ABILITIES		
Ability to present information clearly and concisely in writing or verbally, with excellent written and spoken English	✓	
Ability to establish strong working relationships with a wide range of individuals both within and outside the Guild, to include the University, students, staff, clients and agencies	✓	
Information gathering and/or research skills, for example acquiring knowledge	✓	
Ability to understand and deliver excellent standards customer care both internally and externally	✓	
Ability to work using own initiative	✓	
Computer literacy (standard office software including spread sheets) and keyboard skills	✓	
PERSONAL QUALITIES		
Understanding of and a commitment to Equality of Opportunity	✓	
Team focussed approach	✓	
Self-motivated	✓	
Flexible	✓	
Committed to continuously improving service delivery	✓	
Customer focus	✓	
Persistent & able to persuade others to meet your deadlines	✓	
Attention to detail	✓	