



Marketing & Communications Manager

Job Description & Person Spec

Marketing & Communications

Job Description

Job Title

- Marketing & Communications Manager

Location

- Aylesbury, Buckinghamshire with travel to our centres across Buckinghamshire if required.

Position in the Organisation

- Reports To: Development Director
- Line Management: Marketing Executive
- Works with: The wider Action4Youth staff team

Main Purpose and Scope of the Role

The Marketing and Communications Manager will be highly motivated, and results driven. You will play a pivotal role in developing and implementing a strategy to enhance Action4Youths profile. This role is key in promoting brand awareness, engaging audiences, driving traffic and will enable the success of increased sales and fundraising.

You will lead on the creation of engaging content plans to promote Action4Youth's work to multiple audiences, across multiple channels including PR, web, social media, e comms and print to increase engagement amongst partners, supporters and donors.

This job combines management responsibilities with being hands on and will suit someone who thrives in a fast-paced environment and who is practical and able to get things done effectively.

Key areas of responsibility:

Strategy

- Supported by the Development Director, lead on the development and implementation of our marketing and communications strategy to position the charity and influence its many audiences.
- Develop engaging campaigns and events, from inception to implementation, to grow brand awareness, sales of our programmes and facilitate community fundraising.
- Lead on the formation of engaging and creative project plans to activate successful campaigns across all channels.

Marketing

- Take overall responsibility for the production and implementation of creative and compelling multimedia content, including, scheduling, reporting and analysis for driving and improving results.
- Analyse and report performance metrics and insights by producing regular performance, reach, engagement, conversions, and ROI reports in order to monitor the effectiveness of digital activity.
- Ensure the website works for optimum customer and visitor journey to improve analytics and ensure content and pages are easily accessible.
- Create and co-ordinate digital advertising and email marketing activity to support campaigns and organisational goals and provide reports to monitor effectiveness.
- Collate and prepare all marketing materials for a range of print collateral to support the charities work and define distribution and dissemination channels.

Communications

- Be the PR and media lead by planning, developing, and implementing PR and media strategies.
- Generate story-worthy press releases to facilitate coverage, increase awareness of all areas of service provision and elevate campaigns.
- Work collaboratively with the media and build strong relationships with key press and community figures via networking and events.
- Plan press and photo opportunities and attend events to optimise engagement.
- Develop and implement regular E-comms to different audiences by building strong and compelling email campaigns.

Other

- Monitor and report on performance against monthly KPIs and objectives and ensure planned expenditure is within budget.
- Monitor and evaluate the success of all marketing activities and use outcomes to inform and shape the future of our initiatives.
- Oversee media monitoring systems
- and ensure compliance with GDPR/Data Protection.
- Line manage the Marketing Executive and provide effective support and development.
- Work closely with Senior Management Team and other Action4Youth colleagues to effectively prioritise communications from the charity.
- Proactively build relationships with the wider statutory and voluntary partners across the charity's areas of operation.

General Responsibilities

- Display a commitment to equal opportunities and the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- Manage your workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Work within the guidelines of Action4Youth policies and procedure.

Person Specification: Marketing & Communications Manager	Essential (E) Desirable (D)	Demonstrated: Application (A) Interview (I)
Skills, Experience and Knowledge		
At least 5 years' experience in a PR and /or marketing function (agency or client).	E	A
A proven track record of managing media relations and planning successful PR campaigns.	E	A/I
Extensive knowledge of digital media across all platforms, including web, socials and E-comms and implementing and managing campaigns.	E	A/I
Experience of developing and delivering multimedia campaigns to multiple audiences.	E	A/I
Experience of managing budget planning and allocating resource.	E	A/I
Strong written and verbal skills across all delivery platforms: PR, socials, web and E-comms. With the ability to write creative and engaging copy.	E	A/I
Experienced in using scheduling tools such as Hootsuite and Later	D	A
Experience of collating and utilising analytics to inform future development.	E	A
Experience of leadership and managing and developing a team.	E	A/I
Experience of the charitable sector.	D	A
Excellent interpersonal and communication skills, with a proven ability to build and maintain relationships.	E	A/I
Experience of creating compelling and engaging marketing collateral through software such as Canva.	D	A/I
Qualifications		
Educated to degree level	E	A
Evidence of professional development/Masters degree and CIPR or CIM	D	A
Personal Attributes		
Driven to succeed, you will be able to work under pressure, be self-motivated and hold yourself accountable.	E	A/I
Personable and strong team player with the ability to work practically with a hands-on attitude.	E	I
Excellent at building effective working relationships across our teams.	E	I
Excellent organisational and time management skills with the ability to multi-task, meet targets and work to deadlines.	E	I
Ability to propose, initiate and develop new ideas.	E	I
A full driving licence and access to a car.	E	A