



# Communications and Marketing Manager

Job Description and Person Specification



**FARMS** FOR  
**CITY CHILDREN**

# Job Description – Communications and Marketing Manager



## Summary

This role will be responsible for developing the vision and direction of the Communication and Marketing Strategy but will fundamentally be an operational management delivery role. Responsible for developing and rolling out a multi-channel communication and marketing strategy that will:

- raise the profile of the charity by communicating news about projects, programmes, and partnerships on social channels, on online and print media outlets, TV networks,
- deliver communications to generate sales to secure a pipeline of farm residential visit bookings from beneficiary groups (being children from schools in disadvantaged communities, youth groups, young carers, children in care, etc) across England and Wales.
- secure income from fundraising by communicating the charity's mission, vision, and values to donors, funders, trusts and foundations, and corporate partners.

## Responsibilities and Accountability

The Communications and Marketing Manager will be responsible for:

- Raising the profile of the Charity by devising and implementing a beneficiary-focused communications strategy that supports both the sales and fundraising function, including print, social, and online communications that target teachers and other adults who are key decision makers for our beneficiaries.
- Developing and embedding an integrated communications and marketing strategy to deliver the ambitions of the Business plan, to reach new markets and successfully translate connections into bookings ('sales') or generate income from funders to support fundraising.
- Leading on the management and development of all channels of communication for the Charity: social media, website, YouTube channel, print media.
- Working with the Head of Fundraising to lead on the communication strategy needed for key annual campaigns to generate income from fundraising.
- Working with the Partnership Manager to translate the impact and evaluation feedback from beneficiaries into case studies, digital content for social media and website, and moving image texts to promote the work of the charity.
- Managing the budget and resources required to deliver the communications and marketing strategy, including leading the relationship with external agencies.
- Critical review, analysis and report on the effectiveness of communications and marketing activity to the Chief Executive.
- Line management of the Communications Officer, providing inspirational leadership and coaching and enabling development opportunities

These duties are not exhaustive and you will be required to undertake other duties outside of this job description as required to fulfil the role.

# Person Specification – Communications and Marketing Manager



## Skills, attributes and abilities:

- Focussed on delivery with a hands on, can-do-attitude.
- Excellent written and verbal communication skills
- Highly organised with effective and robust project management skills
- Proactive and solutions focussed.
- Excellent attention to detail and an eye for creative quality
- A team player with a collaborative working style and clear focus on delivery outcomes
- Passionate about brands, creativity and storytelling
- Ability to develop excellent relationships with stakeholders and able to manage feedback effectively.
- Excellent interpersonal skills with an engaging approach
- Confident at presenting and pitching ideas.
- Resilient and calm under pressure
- Ability to brief, review and advise creative agencies to produce campaign content, including print digital, fundraising and event collateral and materials.
- Committed to self-learning and development and to embedding diversity, equality and inclusion.

## Knowledge, experience and qualifications:

- Significant experience of developing and delivering a communication and marketing strategy
- Experience of designing and delivering strategic, multi-channel sales and marketing campaigns – either directly or through an external agency
- Excellent people skills with an ability to build strong relationships quickly with a range of stakeholders.
- Experience of developing audience-led propositions and campaigns, using qualitative/quantitative audience research and insight
- Ability to balance competing priorities and successfully manage challenging situations whilst working collaboratively with a range of stakeholders.
- Excellent writing, communication and influencing skills.

## Desirable

- Marketing a service to parents, schools, local authorities, youth-centres, or other similar groups
- Working in a sales, marketing or PR role for a charity or non-profit organisation
- Motivated by the Charity's work with disadvantaged children, food, the countryside, and farming.
- Highly creative with exceptional vision for producing engaging marketing collateral suitable for use on multiple platforms or mediums.
- Experience using CRM databases such as Salesforce, CMS systems such as WordPress, social media, management tools such as Hootsuite, and email marketing platforms such as MailChimp.
- Expert user of MS Excel, MS Word, MS PowerPoint and MS Outlook.