

## RELATE BIRMINGHAM

### Job Description

<b>Post:</b>	<b>Marketing and Communications Manager</b>
<b>Responsible to:</b>	<b>Chief Executive</b>
<b>Hours:</b>	37.5 hours per week
<b>Location:</b>	Birmingham Office / hybrid (1-2 days a week working from home)

#### **Role:**

To establish and develop the marketing and communications function of the organisation to support the delivery of our vision and business objectives.

To develop and deliver marketing and communications strategies to build brand awareness, market services, support income generation and fundraising, and communicate impact effectively across our catchment area.

To oversee the day-to-day delivery all marketing and communication activities to and evaluate and track the success of these activities.

#### **Responsibilities:**

- Agree an annual plan and budget with the Chief Executive and monitor and review performance against these, reporting regularly as required.
- Develop and implement marketing and communications strategies and plans for the organisation across all channels.
- Work collaboratively with the management team and other stakeholders on the identity of our products and service offering, their key messages and audiences and marketing opportunities.
- Design and deliver targeted marketing campaigns for key markets.
- Develop and manage our key messages, creating consistent language and terminology across the organisation and setting our organisational tone of voice.
- Act as brand guardian ensuring consistency across all internal and external communications.
- Manage, monitor and update the website and social media channels, planning, drafting and publishing content and ensuring our performance is optimised.
- Oversee digital marketing and email campaigns, monitoring return on investment, aligned to budget.

- Lead on our media, PR and Public Affairs work.
- Develop and maintain excellent relationships with local and regional media sources and securing regular print, online and broadcast coverage for the organisation.
- Work with the Chief Executive to identify, manage and develop digital fundraising opportunities and community fundraising initiatives.
- Recruit and line manage volunteers, interns and employees as required.
- Ensure the provision of high quality, informative and engaging content for all communication channels, including the website, social media, newsletters, print and digital.
- Manage the production of compelling stories from our services and clients which illustrate our impact, ensuring data protection and consent procedures around this are robust and consistent.
- Manage the design and production of marketings and communications collateral and establish clear processes for the commissioning of this collateral.
- Oversee the production of informative in-house newsletters and updates to contribute to improved internal communications to build a collaborative staff culture across our catchment area.
- Empower and upskill other members of staff to use digital media, produce content and undertake media work in support of marketing and communication objectives, as appropriate.
- Maintain good working relationships with National Relate's Marketing Team and other Relate Centres.
- Put in place the necessary analytics to monitor and evaluate the effectiveness of all marketing and communications activity, reporting and making recommendations as required.
- Ensure there is a current and accessible library of resources, photos and video.
- Liaise with suppliers and agencies as required.

## **Other**

Support equality of opportunity and anti-discriminatory practice in all areas of your work.

Daily use of IT, such as CRMs, Teams, Outlook and other Office products and web-based systems.

Stay up to date with of current developments relevant to marketing and communications.

Represent the organisation at appropriate meetings and events.

Work flexibly as a member of the management team and be responsive to changing needs.

Understand and work within the policies and procedures of Relate Birmingham.

Undertake training or other duties required to meet the objectives of the post.

**Person Specification:**

To do this job you'll need:

**Qualifications & Training:**

- Degree level qualification or equivalent experience or professional experience.
- Marketing qualification or equivalent

**Knowledge & Experience**

- At least two years' experience of working in a marketing, communications and PR environment with a proven track record of achieving business targets through marketing and PR.
- Proven experience of utilising web and social media to drive awareness, understanding and sales.
- Extensive experience of planning and implementing marketing campaigns.
- Experience of working with marketing databases / CRMs
- Experience of working with agencies and designers.
- Knowledge of non-profit /third sector organisations.
- Familiarity with relationship and emotional wellbeing issues.
- Experience of line management of volunteers or staff. (desirable)
- Basic video editing production and graphic design (desirable)

**Skills & Aptitudes:**

- Excellent written and verbal communication skills.
- Ability to write compelling marketing copy and create content for a variety of audiences.
- Proof reading skills and attention to detail.
- Commercially aware, and able to manage a budget.
- Able to analyse, interpret and present trend data and write reports.
- Ability to work well both independently and as a member of a small management team.
- Ability to manage professional boundaries and work in an organisational structure.
- Problem solving and apply solution-focussed approaches.
- Able to develop and sustain professional relationships and partnerships.
- Flexible in your approach to working hours and willing to travel.

This post is subject to an enhanced DBS check and a 3-month probationary period.

March 2024