

	<b>Job Description</b> <b>Group Marketing &amp; Communications Manager</b>	
	Document Owner: Head of Human Resources & Organisational Development	Document No: CCH-JD-CEGMCM

Version No	Revision Date	Reason for Revision
001	April 2015	Initial Version

<b>Directorate:</b> Chief Executive	<b>Grade:</b> M6
<b>Division</b> Corporate Assurance	<b>Job Evaluation Number</b> C2674
<b>Reports To:</b> Head of Corporate Assurance	<b>Responsible For:</b> Communications Teams
<b>Car user status:</b> Casual	<b>Mobile Phone/PDA:</b> Yes

<b>Job Purpose:</b> <p>Working under direction from the Head of Corporate Assurance, to develop and deliver the Group's approach across the entire spectrum of communication and marketing disciplines including, media and public relations, marketing, event management, internal and external communications (incl. websites, intranet and social media development) and brand marketing.</p>
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<b><u>Main Duties and Key Result Areas:</u></b> <p>To support delivery of the Corporate Plan by co-ordinating and facilitating the Group's internal and external communications, public relations, customer and employee engagement, events and marketing activities.</p> <p><b>Brand</b></p> <ul style="list-style-type: none"> <li>- To promote and support the Group's reputation by acting as 'Brand Champion', managing all aspects, including application of the brand and its future development.</li> <li>- To champion the importance of brand value through both employee and customer engagement and through the delivery of quality products and services.</li> </ul>
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## Customer and Employee Engagement

- To develop and manage a range of communication and media tools to support on-going employee and customer engagement, considering developing technology where appropriate, alongside customer needs maintaining a balanced, proactive approach.
- To host and lead the planning and delivery of a range of internal and external corporate events.

## Media

- To lead on the Group's responsive and routine PR management, working closely with the appointed agency to ensure consistency of approach.
- To continually develop the functionality and content management of the Group's websites and intranet (MyPad) to further improve communication with our customers, employees and other key stakeholders.
- To manage social media activity and lead on its consistent application across the Group.

## Publications

- To oversee the highest quality production, design and publication of the Group's key corporate publications (Tenant Magazine, Annual Reports, Business and Corporate Plan, marketing literature, etc).
- To work collaboratively with internal customers to review and update service information, developing key messages and ensuring timely delivery across all applicable forms of media.

## Marketing

- To work collaboratively with service departments in commissioning and facilitating the delivery of group marketing in unity with 'core business' activities.

## Dimensions:

### Management Responsibility

- Responsibility for staffing structure within the service area
- Operational contract management

### Finance

- Contributory role in budget setting; and accounting for expenditure for a large amount,

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### **Environment:**

ALL employees will be expected to:-

- Live the Company values of being fair, forward-thinking, accountable, customer focussed, open, transparent, proud and passionate, so that the highest standards of customer care can be achieved.
- Be committed to diversity and inclusion of all, promote value for money, efficient services through the removal of system waste, so that excellence in all that we do is pursued through continuous improvement.
- Contribute to development of and strive to meet departmental, team and individual targets.
- Participate in the staff appraisal and development scheme, one to one performance discussions and attend identified training to ensure continuous learning and improvement.
- Comply fully with the Code of Conduct, health and safety requirements, legislation, regulations, policies and procedures.
- Attend meetings or provide services outside of the usual working hours where reasonably requested to do so.

Managers of other staff will also be expected to:-

- Deliver departmental projects and initiatives as identified in the corporate and service plans.
- Lead, manage and motivate staff, apply the staff appraisal and development scheme, one to one performance feedback discussions and ensure that staff attend identified training.
- Monitor service delivery and progress towards targets to ensure standards are met and where possible exceeded.
- Effectively manage physical, human and financial resources allocated as your responsibility.
- Accept and exercise responsibilities identified in company policies and procedures, particularly for compliance with health and safety.

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**Problem Solving/ Decision Making:**

- To present relevant information and ideas to facilitate problem solving and or/decisions to be made.

**Working Relationships:**

- To establish appropriate and relevant working relationships with identified stakeholders in order to ensure, the maximum effectiveness of all areas of responsibility.

Signed: ..... Date: .....

Print Name: .....



## Person Specification Group Marketing & Communications Manager

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Head of Human Resources & Organisational  
Development

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Attribute	Detail	Criteria		How Identified				
		Essential	Desirable	Application Form	Interview	References	Test	Score
Skills/Abilities	Confidence to represent the Group externally including public speaking as necessary	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Excellent administrative, organisational and prioritisation skills and ability to manage resources and thrive in a challenging environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Excellent copywriting and proof-reading skills, with an eye for detail	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Strong project management skills, able to work under pressure and to conflicting deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Excellent written, oral and presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Expert IT and presentation skills (Microsoft, Adobe, Apps, PowerPoint and Prezi)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Financial and budgetary skills appropriate to the role	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Knowledge/experience	Proven experience working in a similar role including managing teams and developing positive stakeholder relations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Proven experience working with web and intranet sites – systems and content management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Proven experience working with social media platforms, such as Facebook, Twitter and YouTube, etc	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



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	Proven experience in PR, including the ability to develop and manage PR plans and campaigns and develop relations with key stakeholders	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Qualifications	ILM Level 5 (or equivalent) Management qualification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Marketing, communications or business degree	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Good general education (5 GCSE's or equivalent including maths and English)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Evidence of continuing professional development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Personal Attributes/ Circumstances	Commitment to delivering and supporting others to deliver business excellence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Confidence and capability of delivering results to tight deadlines, under pressure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	An energetic, resourceful and flexible approach to the duties of the post	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A 'people' person with strong interpersonal skills with professional and outgoing personality	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	