



Head of Communications & Marketing Job Description

Job Title	Head of Communications & Marketing
Salary	£38,795.80 - £44,303.16
Responsible to	Director of Commercial, Marketing and Communications
Location/Flexible Working	We'd like to see you once a week in our office, but we are really open to talking about flexible working options and could consider options as diverse as job sharing and annualised hours
Key External Partners	Sport England; other Active Partnerships; the Active Partnership National team; PR consultants; media agencies/contacts; digital and media suppliers to Rise

Purpose

The role will strategically lead the implementation of a strong marcomms function for Rise, leading and advocating to and for the importance of marcomms in the delivery of both Rise's charitable objectives and advancements in any more commercial aspects to the organisation that underpin the charitable mission.

Key Themes & Responsibilities

1. Working to the Director of Commercial, Marketing and Communications, develop and implement the communications strategy for Rise's communications and marketing work to raise our profile, strengthen stakeholder relations and support our projects.
2. To provide leadership and expert advice and guidance in the communications and marketing sphere, to inform business planning and future strategy and be Rise's brand ambassador to ensure our brand remains up to date and relevant.
3. Development and implement the Rise and Rise Workplace Wellbeing brands, communicating appropriately to the differing stakeholder audiences.
4. Raise the profile of Rise and strengthen stakeholder relations by:
 - increasing engagement with partners through the promotion of our wide range of activities and expertise;
 - increasing awareness of opportunities for our broad range of partners and stakeholders to engage with Rise;



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- increasing the profile of Rise, highlighting our reputation as the leading voice for sport and physical activity in our area and for helping our partners to catalyse change; and
 - providing the marketing support needed to ensure Rise achieves its overall purpose of unlocking the power of physical activity to positively impact more lives across the Rise region.
5. To ensure that relationships are managed effectively to enable the use of communications and marketing to have a positive impact on strategic decision-making for Rise and across local public, private and voluntary sector organisations.
 6. Lead on day-to-day management of all marketing activity, including responsibility for website, social media, internal/external communications including content writing, PR and preparation of press releases, newsletters, promotional material, literature, video and events to ensure our online and offline presence is maintained.
 7. As opportunities arise, develop ideas and deliver engaging marketing activities and campaigns to maximise each occasion, including leveraging thought leadership opportunities.
 8. Support the direct delivery of consultancy and report production for key work when required.
 9. Oversee and provide quality assurance on the delivery of communications and marketing related work, including developing comms and marketing plans, providing support and assistance with planning and delivery of events, projects and programmes. across Rise in partnership with workstreams.
 10. Ensure all activity has clear return on investment, is monitored, reported back and used to inform future decisions.
 11. Understand our key audiences to ensure communication is relevant and timely, utilising the correct channels and messages.
 12. Keep informed of developments and trends in communication tools and techniques and use these to improve Rise's marketing and communications activity.
 13. Manage the internal design function and external agencies to deliver services such as graphic design, print, photography and web design.
 14. Provide leadership, direction and motivation to the post's direct reports, enabling each team member to grow and develop in their roles.



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15. Support the Director of Commercial Marketing and Communications to use communications and marketing to explore and secure new funding and partnership opportunities for Rise's growth and sustainability.

General

16. Ensure all communications are compliant with the requirements of both the UK GDPR and advertising standards authority and maintain a confidential and sensitive approach to personal and organisational information.
17. Contribute to an inclusive working environment where diversity is valued and each team member can contribute to, promote and uphold equality, diversity and inclusion through everyday actions.
18. To attend training and development opportunities relevant to the post and/or self-development objectives.
19. Any other duties as required, commensurate with the grade and remuneration of the post.

Number of Reports

Direct Reports: 2

Indirect Reports: 0

Practical Requirements

The post holder must:

- Operate firmly within the charity's behaviour framework at all times.
- Be a leading advocate for the benefits that physical activity and sport can play in developing communities and individuals.
- Ensure compliance with Rise's internal procedures and all legal requirements.

Last updated: September 2024

Date of next review: September 2025