



**Head of Communications & Marketing
Job Description**

Competency	Role Specification	Evidence/Demonstration of meeting specification	Essential	Desirable
Qualifications	Educated to degree level in a related area, or comparable learning and experience in a related area such as; marketing/media/PR or journalism.	Application form, certificates	✓	
	Evidence of continuing professional development in relation to public relations, marketing, communications or journalism.		✓	
Experience	At least three years' experience of implementing marketing strategies to meet organisational goals.	Application form, interview, references	✓	
	Managing an organisation's online presence including website build, updating and content management, and planning and executing a social media strategy.		✓	
	Providing expert communications advice, support and direction to colleagues and/or clients.		✓	
	Writing and production of corporate literature such as case studies, annual reviews, flyers, newsletters and other promotional literature (printed and electronic).		✓	
	Working with and directing graphic designers, photographers, videographers and other specialist providers.		✓	
	Proactively working with the traditional media (press, radio, TV, online publications) to maximise publicity opportunities.		✓	

	Monitoring, evaluating and reporting on communications activity.		✓	
Skills, Knowledge and Aptitude	Excellent written and verbal communication, with the ability to write and present clearly and concisely in different styles required for press releases, websites, social media and corporate literature.	Application form, interview, references	✓	
	An understanding of the community sport and physical activity landscape and the benefits of a more active population.			✓
	A keen interest in the latest thinking in online and offline communications tools and techniques.			✓
	An ability to think creatively and devise practical, creative solutions.		✓	
	Excellent IT skills and knowledge, with experience of using Microsoft Office suite.		✓	
Motivation and Working Practices	An all-round marketer who feels comfortable working in an autonomous role as part of a wider team.	Application form, interview, references	✓	
	Conscientious and thorough with attention to detail.		✓	
	Able and willing to work as part of a multi-disciplinary team and contribute effectively to the work of the team.		✓	
	Ability to manage a varied and sometimes hectic workload ensuring deadlines are met by prioritising appropriately.		✓	
Other	Committed to continuous professional development and maintaining pace with industry trends and developments.	Application form, interview, references	✓	

Able to meet the travel requirements essential to the post, including managing time and regular travel between the Charity's office and partner locations across the North East (and sometimes further afield).
Committed to sport and physical activity equity and safeguarding.
Willing and able to work between an office and a home environment, with a flexible attitude when required to work at third party locations for PR opportunities. This may include working evenings and weekends on occasion.

✓	
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✓	