



## Marketing and Communications Manager – March 23

**Department:** Business Development and Support

**Reports to:** Director of Human Resources, Quality & Marketing

### Main Purpose of the Job:

To develop, manage and deliver Outward's internal and external communications and marketing strategies. Positively raise Outward's external profile, promote our range of services and develop processes for regular external communication and relationship management. Help to ensure all our staff and volunteers across the organisation are engaged with the organisation and enabled to communicate to deliver our vision for Outward.

### Key Responsibilities:

- Plan and Manage external communications – coordinating a wide range of print and electronic promotional materials including using social media channels
- Lead on and manage successful marketing campaigns / conferences / events.
- Take the lead on managing internal communications at Outward – including Workplace, internal newsletters and briefings, our intranet and staff events such as staff awards.
- Manage the content of Outward's websites and complete regular news and updates.
- Support the management team of our disabled holiday accommodation Nutley Edge in the development and delivery of their marketing strategy
- Manage the content on Outwards intranet ensuring information is easily accessible and up-to-date
- Regularly measure and evaluate the effectiveness of channels of communication and marketing used and take ownership of our marketing strategy, communication strategy and updates
- Liaise with the Wider Newlon Group communication's team and outwards executive team on the design and content for annual reports and other annual publications.
- Marketing & Communications Manager is responsible for taking media requests, and for advising staff who have been approached by the media based on Outwards Press Enquiries Policy.
- Support and advice other departments in effective on communication and marketing such as Human Resources in recruitment drives and events.
- Line management responsibilities for officer and/or apprentice posts with the marketing team

### Environment:

Office hours including evenings and weekends as required.

### Scope

Working with internal and external professionals. Communicating with a range of service users, employees, parent, carers and other stakeholders.

### Person Specification

Essential minimum requirements	Desirable
Educated to at least "A" level standard	
	Marketing qualification
	Educated to degree level or equivalent
Experience, Knowledge and Understanding	
At least 2 years' experience of working in a marketing and/or communications role	Experience of working within the charity, housing or social care sector
Experience of planning, implementing and evaluating successful marketing activities	

Ability to develop and deliver internal and external communication strategies	
Experience of monitoring and controlling budgets	
Strong digital knowledge – previous experience of managing intranet / web design and content	
At least 2 years of managing staff or supervising staff	
<b>Technical Experience</b>	
Able to demonstrate high level of IT literacy including managing social media, developing and using databases, Microsoft office and design/editing programmes	
Solid writing and editing skills	
Be sensitive to needs of vulnerable and disabled people	
A willingness to build on knowledge in all areas of work	
Excellent attention to detail	
Excellent time and work management skills	
Strong relationship building skills	
Strong project management skills	previous project management experience or qualification
Ability to meet deadlines under pressure	
To show creative thinking, using initiative and finding practical solutions to problems	
To be able to work consistently and collaboratively to agreed goals and to be able to take instruction.	