

Job Title:	Communications & Marketing Manager
Responsible to:	Director of Operations
Line manages:	Communications & Marketing Department though the Senior Communications Coordinator, Communications Coordinator, Graphic Design Coordinator, Media Sales & Marketing Coordinator and Website Coordinator
Grade:	Guild Grade F

Organisation:

The Communications & Marketing Department manages the Communications & Marketing work within the Operations Directorate. The Operations Directorate is one of four at the Guild, reporting to the CEO alongside the Directorates of Community & Representation, Engagement and Finance & Systems.

Job Purpose:

The Communications & Marketing Manager is a key role in leading, developing and supporting staff to deliver the Guild's strategic plan for students. Acting as a role model for the required standard of values, behaviour and performance, we expect managers to create an inclusive and engaging environment for all.

The Communications & Marketing Manager is required:

- To be accountable and develop effective communications, marketing and insight strategies in order to inform and support the wider organisation and delivery of the strategic plan.
- To be accountable and oversee the day to day operation of the Communications & Marketing department, and related activities ensuring utilisation of agreed marketing, brand and communication processes and procedures.
- To lead communications forward planning ensuring managers and officers are engaged in priority decision making each term to assist in effective planning and delivery of co-ordinated, collaborative campaigns and events including cross-departmental initiatives.

This will require a highly student and customer focused approach together with an emphasis on teamwork. The role involves extensive collaboration with internal and external stakeholders to ensure that staff and Officers are well-informed, prepared and supported to engage with students.

Success in the role will be built on good working relationships with stakeholders, acting as a strong, positive ambassador for the Guild and having a clear focus on taking action to ensure that under-represented groups can find a comfortable place here.

Generating a culture of ambitious targets and taking a strategic approach to the evaluation and development of the departments' work are key. People managers are expected to act as role models for the Guild's competency framework, which should be read in conjunction with this job description.

Key Role Responsibilities

1. To work with the Director of Operations to develop and deliver communications, marketing and insight strategies to support the organisation in the delivery of its strategic objectives.
2. To manage, support and develop direct reports and, through the staff team, all staff in the Communications & Marketing department, ensuring effective recruitment, induction and development in line with the Guild's policies and behavioural competency framework.
3. To oversee the implementation of the delivery plans for the department through the staff team, and regularly review, evaluate and report on their overall effectiveness in supporting students and customers. This includes preparing reports and other relevant information for University/Guild committees, as requested.
4. To monitor the management accounts on a monthly basis, and prepare, manage and report on the departmental budget as required in accordance with the Guild's financial procedures manual.
5. To be responsible for the day to day coordination of the Communications & Marketing Department and associated activity – including the overseeing of excellent forward planning, using industry standards to plan marketing campaigns, communications campaigns, insight activity, online, digital and social media activity, media relations, design, media sales & sponsorship.
6. To be responsible for the management and coordination of the Guild's website and CRM system –with a view to increasing engagement, participation and satisfaction.

7. To be responsible for the development, management and application of marketing segmentation strategies, to ensure that communications are tailored to maximize engagement, relevance and interest.
8. To report regularly to Engagement Committee and the Trustee Board providing data and information from the analysis and evaluation of communications and digital activity, events, promotions and marketing initiatives to inform strategy and decisions.
9. To develop strategies and processes to plan and project manage PR & media activity and evaluate all media activity post campaign, in terms of coverage and messages.
10. To work with, coach and support Guild Officers, staff and volunteers to promote a unified Guild brand in customer/client interaction.
11. Manage Guild relationships with University and other partner communications teams
12. To oversee, and provide support where applicable, the development of a range of communications materials from initial brief to creative implementation and delivery, with a view to increasing engagement, participation and satisfaction.
13. To support, and coordinate where appropriate, key organisational and stakeholder events such as high-profile events, visits and Welcome Week.
14. To liaise and build relationships with key journalists, media agencies and external stakeholders, providing accurate copy and proactive press releases promoting the Guild of Students and its messages.
15. To support the positive development of the Guild's profile and reputation, working alongside and being aware of the University of Birmingham communications and press teams.

16. To manage the relationship between the Communications & Marketing department & officer team assisting them in the management of their campaigns and events, and feeding into the forward planning process.

17. To continue implementation of the Communications Review recommendations and build on the foundations developed to date in support of the Strategic Plan.

18. To actively look for ways to work smarter and identify service and process improvements, through research and evidence, and to recommend these to the Director of Operations for consideration.

19. To develop and maintain effective relationships with University colleagues, internal and external stakeholders, including attending University meetings and other relevant external bodies as necessary.

20. To affiliate to relevant bodies and establish a network of partnerships and contacts at local, regional and national levels, as necessary to improve and develop the services and to facilitate learning and development activities where helpful for the Guild's work.

General Duties

1. To undertake appropriate induction, ongoing training and personal development as required for the role.

2. To adhere to all Guild policy with reference to HR, staffing, health and safety, data protection, environmental impact and any other specific Guild Policy which impacts upon your role or that of the team/department.

3. To be familiar with the Guild's competency framework, striving always to demonstrate the positive behaviours which drive the highest standards of personal and organisational performance in supporting our students. People managers should aim to act in line with level 2 (manager) of the six competencies (Student and Customer Focus, Accountability, Results Focus, Inclusivity, Communication and Teamwork) and with level 1 of the 'Motivational Leadership' competency, which is designed to support staff to achieve high performance.

4. To act as a role model in portraying a positive image of the Guild both internally and externally, acting as an ambassador and displaying high standards of personal integrity, competency and professionalism.

5. To participate as an active and accountable member of the Guild's wider management team.

6. To support the wider work of the Department and Guild, where necessary, in the event of sickness, holiday or other exceptional circumstances. This includes being available to assist with events and incidents that may occur out of normal working hours.

7. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

PERSON SPECIFICATION: Communications & Marketing Manager

	Essential	Desirable
EDUCATION, QUALIFICATIONS AND TRAINING		
Good general education, typically to degree standard, including Maths and English at least to GCSE or equivalent	✓	
A Management/Leadership or related professional qualification		✓
Evidence of continued professional development in the field of communications/PR/marketing	✓	
Communications/Marketing/PR/Journalism/ or related educational or professional qualification	✓	
EXPERIENCE		
Experience of successfully managing a staff team to achieve service and quality standards	✓	
Experience of developing and delivering communications, marketing strategies	✓	
Experience of developing and managing websites and CRM systems to support business objectives	✓	
Experience of managing and delivering insight activity to generate data and information to inform decision making		✓
Experience of developing and delivering marketing segmentation strategies		✓
Experience of designing, delivering & managing effective communications campaigns and activity across a range of media (including online, digital & social)	✓	
Experience of dealing with the media, media agencies and media representatives	✓	
Experience of developing and managing relationships with stakeholders to deliver objectives	✓	

Experience of writing press releases, coordinating PR activity and generating positive PR coverage	✓	
Experience of briefing staff/personnel for communications, press interviews	X	
Experience of public speaking/presenting		✓
Experience of coordinating and/or delivering projects within a given timeframe and budget	✓	
Experience of developing and managing budgets effectively	✓	
Experience of working effectively with others on cross-organisational projects and issues	✓	
SKILLS AND KNOWLEDGE		
Strong communicator - able to present complex information clearly and concisely in writing and verbally	✓	
Ability to establish strong working relationships with a wide range of individuals both within and outside the Guild, to include the University, students, staff, clients and agencies	✓	
Information gathering and/or research skills, for example acquiring knowledge	✓	
Ability to understand and deliver excellent standards customer care both internally and externally	✓	
Ability to work using own initiative	✓	
Ability to communicate effectively with students 1-2-1 and in groups	✓	
Ability to use standard office software including spreadsheets	✓	
Ability to take a collaborative approach to solving problems	✓	
The ability to understand and analyse a wide range of policy and to summarise the facts and issues for use by colleagues and students	✓	
Ability to maintain financial records and control budgets	✓	
Ability to recruit, motivate and develop others	✓	
Ability to balance the needs of individuals and team/organisation	✓	
Ability to encourage excellence and support a learning and development culture	✓	
PERSONAL QUALITIES/BEHAVIOURS		
Highly motivated by working in a student-led, democratic workplace	✓	
Inclusivity: Celebrates and supports equality and diversity and acts as a role model in creating a welcoming and inclusive environment	✓	

Student and Customer Focus: Proactive in empowering students and improving services and opportunities	✓	
Teamwork: Open and approachable – proactively builds good relationships with people across the Guild	✓	
Accountability: Role models, supports and facilitates the team to work more efficiently and do things differently	✓	
Accountability: Attention to detail	✓	
Results Focus: Highly resilient – can maintain personal direction and motivation and support colleagues in difficult situations	✓	
Results Focus: Generates and supports an ambitious, high-quality, results-driven culture	✓	
Motivational Leadership: Actively supports people - creates a positive environment for the team and shows appropriate care, empathy and concern for others	✓	
Communication: Is able to present a case confidently and persuasively, and address sensitive issues appropriately	✓	