**JOB DESCRIPTION**

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| **Department:** WYMS Team |
| **Job Title:** Marketing and Communications Manager |  |
| **Responsible to:** Centre Development Manager | **Date: October 2024** |
| **Purpose of job:** To develop and deliver the Marketing & Communications Strategy for an established charity providing training, services and support to the manufacturing and engineering sector throughout the region.You will be responsible for developing executing and overseeing the marketing and communications strategies to enhance the company’s brand, increase awareness and drive customer engagement. As a standalone role you’ll combine creative vision with strategic thinking and the ability to implement marketing campaigns, manage public relations and oversee internal and external communications. |
| **Duties and responsibilities:*** Develop a Marketing Strategy to support the ongoing growth and development of the business and brand
* Work with the CEO (and external agencies when required) to develop and deliver a content calendar and produce engaging and targeted materials across all channels (Online and offline).
* Develop strong understanding of the WYMS business model, and the political, social and financial context in which it exists

**Content*** Deliver relevant and engaging content for identified audiences to attract new clients and retain existing ones.
* Develop copy for promotional literature, websites, external articles and press etc. across a range of communications channels.
* Create appropriate content, including campaigns, events, blogs, case studies etc.

**Digital*** Manage and update WYMS website content, including suggesting improvements to content and functionality.
* Utilise SEO/SEM strategies to optimise web presence improve search rankings and monitor and report on performance.
* Manage and oversee social media, content and performance (E.g. LinkedIn, Facebook etc.) to raise profile, promote products and services, and engage with partners, supporters, and current and potential customers.
* Maintain an up to date working knowledge of key trends across digital channels that can help engage target audiences.
* Ensure all digital marketing activity is GDPR-compliant and follows industry best practice
* Report on campaign metrics and performance.
* Work with supplier, supporters and customer companies to develop content for the website, social media and marketing materials.

**General*** Oversee the use and development of CRM system to maximise targeted marketing opportunities.
* Oversee the use and development of the brand.
* Proactively support the WYMS team in identifying opportunities to raise awareness of WYMS, increasing lead generation through timely, engaging and educational content.
* Develop and maintain relationships with media outlets, agencies, industry partners and printers etc.
* Organise, manage and evaluate the impact of internal/external events, including where appropriate set up of events
* Work with partners to carry out labour market research/market analysis and make recommendations on additional areas of business and growth
* Carry out other general communications and marketing tasks that may arise.
* Appropriate duties as required by senior management.
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Proposed Salary: £28,000 - £35,000 (Dependant on experience)

Primarily Office Based, Brighouse

**PERSON SPECIFICATION**

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| **Department:** WYMS Team |
| **Job Title:** Marketing and Communications Manager |
|  | **Essential** | **Desirable** |
| **Experience** | * 3-5 Years proven marketing experience
* Writing content and managing digital and other channels in both a B2B and B2C environment.
* Experience of managing social media, email marketing campaigns, website content management systems, effective SEO and Google Analytics
 | * Working with designers and/or designing new collateral for B2B and B2C marketing activities.
* Working within the manufacturing/engineering sector
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| **Skills, knowledge and abilities** | * Proficiency in internet marketing techniques, technologies and solutions
* Understanding/experience of Website content management systems
* Organisation and planning skills
* Social media management and scheduling tools
* Familiar with database and/or CRM systems management.
* Excellent working knowledge of Microsoft Office, including Word, Excel, Outlook and PowerPoint
* Excellent written and verbal communication and presentation skills
* Strong digital communication skills
* Strong content creation skills
* Be able to take a brief and provide engaging copy
* Creative and innovative thinking and planning skills
* Ability to work as part of a team
* Ability to work independently and proven use of initiative
 | * Graphic design
* Familiar with tools such as Canva, Hubspot, Eventbrite, Microsoft Forms etc.
* Google Analytics/Reviews
* Drupal (Website)
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| **Education/Training** | * General education to degree level or equivalent
 | * Professional qualification in Marketing
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| **Personal attributes** | * Clear and open communicator
* Creative and hard working
* Organised
* Proactive self-starter

• Helpful and courteous* Flexible, adaptable and resilient to work demands and change
* Commercial awareness
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