



<b>Job Title:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Reporting to:</b>	<b>Head of Marketing and Communications</b>
<b>Direct Reports:</b>	<b>n/a</b>
<b>Salary:</b>	<b>£42,025</b>
<b>Location:</b>	<b>175 Office. Hybrid with 2-3 days a week in the office.</b>
<b>Hours &amp; Basis:</b>	<b>35 hours</b>

#### **About this role:**

The Marketing & Communications Manager is responsible for working closely with key stakeholders to plan, implement, manage and evaluate strategies to promote Place2Be services and operations. You will play a vital role in shaping brand image, driving engagement and income and contributing to the overall success of the business. You'll project manage briefs working closely and collaboratively with digital and design to ensure highly successful campaigns. Evaluation, reflection and learning is fundamental to this role to ensure the charity is moving forward and achieving its mission of ensuring no child has to face mental health issues alone.

#### **Key Responsibilities:**

- Work with the team and the Head of Marketing and Communications to help develop and implement strategic marketing and communications plans and campaigns.
- Develop and monitor effective marketing strategies to achieve assigned key business goals, such as recruiting new partner schools, ensuring our training programmes are full, or delivering our Children's Mental Health Week campaign.
- Ensure robust understanding of the market and our customers/ audiences, both through internal routes (e.g. customer surveys, Head Teachers Advisory Group) and external knowledge and market trends.
- Creating and delivering go-to-market plans for each product/service line, specifically developing messaging and market positioning around the product.
- Build and maintain excellent internal relationships with relevant business owners in the development and execution of the plans.
- Work closely with your Marketing and Communications colleagues and the Digital and Design team, in the development of collateral and activity planning/ scheduling, including leading and managing the briefing process.
- Help manage proactive and reactive media relationships and enquiries
- Provide clear and regular reporting of plans and outcomes to the relevant business owners and the Head of Marketing and Communications.
- Develop copy/content that adheres to brand guidelines and is fully accessible and inclusive.
- Foster an external network to ensure you are up to date on changes and innovations in the marketing sector.

The job description is a general outline of the job duties and responsibilities and may be amended as Place2Be develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required from time to time



### What you will need:

- A marketing specific qualification or relevant professional experience.
- Demonstrable experience of writing and delivering successful marketing strategies and campaigns from concept to completion.
- Proven track record in crafting compelling messaging and storytelling around complex products and services.\*
- Excellent interpersonal skills and experience at working with multiple and senior stakeholder projects.\*
- Excellent communication and presentation skills with an ability to communicate marketing strategies and their impact clearly.
- Experience of interpreting complex data sets measuring campaign performance.
- Strong planning and analytical skills to work with stakeholders and manage projects to a successful conclusion. \*
- Proficiency in using analytical tools, working with key performance indicators and extracting actionable insights.
- Experience of managing project briefs and coordinating the work of others.
- Ability to work to deadlines and with conflicting priorities.
- Knowledge of marketing best practice.
- A commitment to our Equity, diversity and inclusion aims ensuring all marketing campaigns are inclusive and accessible.
- Creative in product marketing approaches to gaining prospects and customers.
- Experience working within education, charity and/ or the mental health sectors is beneficial but not essential.
- Someone who thrives in a dynamic environment and brings a proactive, learning mindset.
- A strong commitment to our values and ability to demonstrate these in your work: Perseverance, Integrity, Creativity and Compassion. <https://www.place2be.org.uk/about-us/our-work/our-mission-vision-and-values/>.

