

JOB DESCRIPTION

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| Job Title: | Head of Communications and Marketing (ATR0001) |
| Directorate/Team/Venue: | Communities, Culture & Heritage |
| Reporting to: | Executive Director – Communities, Culture & Heritage |

JOB PURPOSE:

- As the strategic lead for all the Foundation's internal and external communication, marketing & engagement, you will support the Leadership Team and embed excellent communications and marketing practices across the organisation that support the Foundation's vision and values.
- You will develop and deliver an annual Communications and Marketing (CM) strategy supporting the Foundation's key priorities outlined in the strategic plan.
- You will manage the CM team to communicate, promote and market the Foundation's services and venues, providing first rate services across web and digital, internal communications, media and external relations, stakeholder and community engagement and design and brand management.

KEY AREAS AND TASKS:

1. Leadership & Strategy

- Support the Leadership Team and help develop, champion and implement the Foundation's vision, mission and strategy and provide strategic external relations, marketing and communications advice to support effective delivery and change management. Attend Leadership Team meetings as requested.
- Contribute to the Foundation's business and strategic planning processes including development and delivery of action plans, KPIs and the annual budget.
- Work in partnership with the Leadership team and other managers to devise the overall CME strategy for the Foundation incorporating our approach to digital communications, PR, internal communications, marketing, design and brand management and stakeholder and community engagement.
- Effectively manage the communications, marketing and engagement budget. Authorise expenditure as well as being the best value consultancy advice to all departments when procuring communications products and services. Proactively seek opportunities to provide value for money by negotiating with suppliers.
- Attend and contribute to Board and Governor meetings as appropriate, providing strategic external relations advice, presenting papers and updates when required. Attend other external meetings with the District Council, local groups and other key stakeholders.
- Lead the development of the Discover Letchworth business strategy with a focus on

enabling people to engage in all Letchworth offers through our digital platform.

- Using audience data, proactively monitor and review the effectiveness of the communications and engagement strategy to deliver our income and audience development targets. Ensure we have the right data infrastructure and systems in place to gather the evidence to shape our approach.

2. Management:

- Lead, manage and coach members of the CM team. Run regular meetings to identify priorities and agree tasks and actions. Hold 121s with team members when required. Ensure that the Foundation's policies and procedures are implemented.
- Monitor staff performance and development, set objectives and conduct annual appraisals.
- Support the professional development of team members.
- Report and analyse monthly data to monitor our performance and contribute to KPIs.
- Set up and continuously review systems and processes to ensure the smooth running of the CM function.
- Take a creative approach to CM activities while considering best practice and emerging trends.
- Regularly review and appraise the marketing and communications industry to determine future operating structures that best meet the needs of the organisation

3. Operational:

- Oversee the prioritisation and delivery of the Foundation's daily corporate communications including press and PR activity, internal communication, digital, design and print and activities relating to stakeholder management
- Work with the Leadership team and key staff members to draft and edit copy for key corporate publications. Lead on the design of these publications
- Work with teams across the Foundation to provide support and guidance on communications activities, ensuring an integrated campaign approach is taken where needed, with campaign objectives, key messages, tactics and evaluation/measurement.
- Support and oversee the production of a range of content such as press releases, statements, newsletters, blogs, monthly Governors updates, Q&As, grants case studies, as well as internal and external social media posts.
- Plan for busy periods by working with agencies and suppliers to support the delivery of our design, PR, crisis management, filming and proofreading, providing detailed briefs at all times.
- Oversee the production of designed materials for marketing purposes. Ensure our

corporate brand and sub brands are managed and developed on an ongoing basis.

- Working with the team to prepare and implement an internal communication plan around the strategic review and strategic plan, including outcomes from working groups. Assist in bringing the organisation values to life.
- Support the Chief Executive, IT colleagues and Digital Communications staff with planning and delivering digital transformation.
- Keep Governors up to date on news and activities via the regular communications round-up and work with them to create an online solution for sharing updates, papers and other information.
- Working with the Leadership Team and the Board to manage crisis communication, including business continuity and mitigate risk to corporate reputation. Establish a framework for managing crisis communications, ensuring all necessary parties are aware of their role in the framework.
- Work with the team to draft and implement key policies, such as social media management, event management and handling the media, to support staff in delivering good communications.
- Organise and run workshops and training sessions for staff to help them make the most of their CM activities.
- Contribute to our KPI data ensuring it is up-to-date and submitted on time to our Digital Communications Manager for monthly reports.
- Support the team to produce visual content for our websites (animation and video).
- Organise and attend corporate and community events ensuring the Foundation is represented appropriately.
- Build and nurture relationships with staff, Governors, the community and partners.

4. Projects:

- Implement project initiation and management processes for all key marketing and communications related projects. Act as a lead project group member to ensure successful implementation
- Create communication project plan to ensure support for the Local Plan housing development and community consultation, procuring and managing/supporting community engagement consultants
- Work closely with Property colleagues to understand communication requirements, then lead a project to scope, procure and implement support to ensure effective communications and profile raising for our property team

OTHER DUTIES:

- Be proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Follow the Foundation's policies, procedures and performance expectations.
- Implement the Foundation's Equal Opportunities Policy in all functions of the post.
- Undertake any other duties consistent with the role and/or reasonably required by the Foundation.

PERSON SPECIFICATION: Head of Communications and Marketing

We are looking for someone to be able to demonstrate the following values and competences to a high level and want to use these to the full in their work.

This is equally important as having the direct experience or technical ability for this role and so we will be looking for evidence and examples of the following during the selection process, if you are shortlisted for this role.

| Values | Competencies |
|----------------|------------------------|
| Collaborative | Communicating |
| Supportive | Taking Responsibility |
| Inclusive | Leading Others |
| Evidence based | Managing Relationships |

We need you to use the application form to demonstrate your capabilities in relation to each of the criteria listed in Sections 1 and 2 below (you must address each point in order).

Where relevant please use your answers to illustrate how your approach to work, attitude and values have helped you achieve positive results. This will give you the best possible chance of being shortlisted. Please review the Application Form for further information.

Not addressing this person specification within your application may result in you not being shortlisted

1. EXPERIENCE & TRACK RECORD

- 1.1 Significant experience of leading and managing a busy communications and marketing team.
- 1.2 Varied and extensive experience in managing public relations.
- 1.3 Strong digital marketing and communications experience.
- 1.4 Experience working with a senior management team and board of trustees.
- 1.5 Experience of working alongside Human Resources and Leadership team to drive employee engagement through internal comms and other methods.
- 1.6 Strong and demonstrable budget and project management experience.
- 1.7 Experience of supporting and achieving results clear team objectives and clear action plans.

2. SKILLS, KNOWLEDGE AND ABILITIES

- 2.1 Proficiency in MS Office (Outlook, Word, PowerPoint, Excel).
- 2.2 Strong writing, editing and proofreading skills and excellent grammatical and verbal skills.

- 2.3 BA Hons or above in a relevant / related field - media, communications, marketing, journalism, English etc. or equivalent qualification by experience.
- 2.4 Confident communicator at all levels and with a range of stakeholders – verbal and written.
- 2.5 Strong team player.
- 2.6 Ability to work independently and use own initiative.
- 2.7 Ability to connect with people, build contacts and turn these into new business.
- 2.8 Desire to maximise the customer experience.
- 2.9 Excellent people skills and able to build excellent relationships internally and externally.

3. ADDITIONAL JOB REQUIREMENTS

- Willingness and ability to work outside of normal office hours on occasion.
- Willingness to work flexibly in response to changing organisational requirements.