

<b>Job Title</b>	Marketing and Communications Manager
<b>Responsible To</b>	Senior Manager- Operations
<b>Responsible For</b>	Marketing and Communications Assistant
<b>Salary band</b>	£26,000- £28,000 (+ 3% employer's pension contribution)
<b>Contract Terms</b>	Permanent role (37.5 hrs a week)
<b>Location</b>	Coventry Office with some flexibility to home work

## About Us

Heart of England Community Foundation is an independent charity with over 25 years' experience delivering bespoke grant programmes on behalf of a range of donors across the West Midlands and Warwickshire. We have awarded over £30 million over this time, supporting thousands of grass roots organisations with vital financial resource benefiting an estimated 5 million people across the region. The foundation delivers on behalf of a wide range of corporate donors, individuals and local authorities.

## Background to the Post

We are looking for someone who will use their knowledge and expertise to bring continued energy and enthusiasm to our marketing and communications approach. You'll be able to combine a thorough approach with a creative edge to ensure our communications are fun and engaging at the same time as being integrated and comprehensive. This role is integral in the delivery of the Foundation's new vision, mission, values and 3 year strategy and supporting our ambition to invest £10m in our communities and grow our long term funds to £25million.

## Person Specification

You'll need to be an excellent communicator and happy to work autonomously. You'll have loads of self-motivation and will not be afraid to go the extra mile to contribute to the Foundation's success. A track record of creating, implementing and monitoring marketing campaigns is essential, along with previous experience of digital communications, design and print production. A strong affinity with the voluntary and community sector is also important.

## Key tasks and responsibilities

The post-holder will be responsible for developing, managing and delivering a full marketing and communications strategy and related activities for the charity, including:

- All external communications for the Foundation including, social media activity, e-newsletters, PR impact reports, annual reviews and brochures.
- Line managing and developing members of the marketing team.
- Website and social media content including, fund promotion, campaigns, news stories, events and case studies. Ensuring our communications reach as many potential community groups and organisations as possible.
- Donor impact reports- providing donors with timely information on the activities funded through their donations and the difference it has made.
- Planning, delivery and development of the Foundation's annual Marketing and Social Media Strategies and reporting on progress.

- Creation and delivery of marketing material and leads to support the Foundation's fund development activities.
- Creating and managing an annual events programme for the Foundation.
- Working with external agencies and the media to ensure effective media coverage for the Foundation and monitoring/measuring related data metrics/adapting strategy accordingly.
- Working closely with the Grants Team to gather videos, photographs and case studies from participants for use in marketing and communication activities.
- Management of annual marketing and communications budget.
- Attending events to promote the activities of the charity and raise the Foundation's profile.

### **General tasks and responsibilities**

- Be a professional representative and Ambassador for the Charity at all times both internally and externally.
- Be an active part of the staff team by supporting, updating and informing colleagues, including via team meetings and sharing Outlook diaries.
- Keep abreast of national social policies and issues affecting the voluntary and community sector.
- Work in accordance with the charity's policies and procedures, including Data Protection, Equality, Diversity and Inclusion and Health and Safety.
- Be self-supporting for all administration and in the use of relevant IT systems.
- To occasionally work evenings and weekends.

### **Person Specification**

#### **Essential**

- Exceptional writing skills with strong attention to detail.
- Experience and confident in selecting and working with external agencies and media.
- Strong communication skills to be able to communicate clearly and work effectively with a wide range of audiences. Knowledge of the charitable sector and an understanding of the needs of small, volunteer led groups.
- High level of IT proficiency with the ability to self-service- including, Adobe Creative Suite, WordPress, social media, video editing software, Google Analytics and Microsoft packages including- Excel, PowerPoint, Word and Outlook.
- Strong self-motivation and self-starter.
- Effective organisational and time management skills including prioritising.

#### **Desirable**

- Some experience of management of operational staff.
- Knowledge of Birmingham, the Black Country, Coventry, Solihull and Warwickshire.
- Experience of working or volunteering in a charitable organisation.
- Budgetary control.
- Valid Driving Licence for use in the UK.
- Access to a car.

**Please note that this job description is to be regarded as guide to the tasks and activities we believe will be required but that it is not exhaustive and may change and evolve to reflect the changing needs and demands of Heart of England Community Foundation.**