

# ROLE PROFILE

Role Profile			
<b>Job Title</b>	Marketing & Communications Manager		
<b>Section</b>	Business Support	<b>Department</b>	Workforce & Brand
<b>Reports to (Job Title)</b>	Chief People & Culture Officer		

<b>Job Purpose</b>	Reporting to Chief People & Culture you will lead the delivery of the communication and marketing strategy; developing a variety of marketing and communication campaigns and projects to help drive brand awareness
<b>Key Competencies &amp; Outputs</b>	<p>Develops written and visual content to build brand awareness &amp; increase engagement with our audiences, driving stronger connections &amp; interactions.</p> <p>Curation and copywriting of content for internal and external communication and marketing channels including blogs, thought leadership articles and case studies.</p> <p>Oversees the creation of social media content, leading the content creation process including initial research and idea generation.</p> <p>Tailors content marketing to the intended audience and works with Senior Leaders to widen company reach.</p> <p>Works closely with staff to establish thought leadership and social network growth.</p> <p>Interprets available data to understand market and growth opportunities.</p> <p>Runs regular internal marketing and communications workshops to support business plan growth.</p> <p>Collaborates closely with business teams to define communication strategies and articulate messages across the company.</p> <p>Acts as the gatekeeper for internal communications including emails, business news updates, intranet and supporting colleagues with maintaining tone of voice.</p> <p>Supports the Learning &amp; Organisational Development Specialist with internal company campaigns. Including research, idea generation, content curation and design.</p> <p>Maintains collaborative relationships with key customer contacts to ensure a consistent flow of two-way communications.</p> <p>Produces regular performance reports and provide updates to the Senior Leadership Team and Board of Directors.</p> <p>Stays up to date with industry trends and best practices in the marketing industry by performing research and monitoring.</p> <p>Provides coaching, mentoring and line-management to the Marketing &amp; Communications Assistant.</p> <p>The accountabilities listed here are not an exhaustive list. The post holder will be required to work in any area of the business and deliver ad-hoc duties as and when directed</p>
<b>Experience, Knowledge,</b>	Experience developing and leading a communication and marketing function

<b>Skills and Qualifications</b>	<p>Experience producing high quality content across multiple channels for both digital and print products</p> <p>Experience managing social content through various channels including LinkedIn, Facebook and Twitter</p> <p>Excellent written and verbal communications skills</p> <p>Able to confidently lead idea generation sessions and work with multiple stakeholders in varying business positions.</p> <p>Outstanding project/time management, and organisational skills</p> <p>Ability to collaborate across a number of internal and external stakeholder groups.</p> <p>The flexibility and willingness to work outside of core hours where necessary to deliver against the requirements of the role.</p>
<b>Corporate Standards</b>	<p>In accordance with Delt organisational policies and guidance on information management and security, it is the personal responsibility of all employees to ensure data protection, client confidentiality and appropriate information governance.</p> <p>All employees must act at all times in accordance with appropriate legislation and regulations, codes of practice and Delts policies and procedures</p> <p>All employees must work with the requirements of our Health and Safety policy, ensuring safe systems of work and procedures</p> <p>Undertake all duties with regard to the Delt equalities policy and relevant legislation</p> <p>In a people first environment, the post holder must both be aligned and aspire to Delt's values and expected standards of behaviour for them and their team(s).</p>