

Job Description

Role Title	Marketing Communications Executive		
Directorate	Marketing and Business Development		
Team	Group Marketing Communications		
Line Manager	Marketing Communications Manager		
Grade	4		
Job Purpose	<p>To support the delivery of programme marketing plans, managing multi-channel campaigns, including the website, e-mail, e-newsletters, and digital channels in order to achieve programme objectives.</p> <p>The role will support a number of programmes including Efficiency for Access, delivered in partnership with CLASP.</p>		
Resource Management Responsibilities	Budget/ Equipment Accountabilities Yes	People (EST) Accountability N/A	Contractor Accountability Working with partners and a number of agencies.

Critical Accountabilities	<p>Marketing and communication activities</p> <ul style="list-style-type: none"> • Work closely with the Marketing Communication Manager and programme teams to define and deliver an annual marketing and/or programme plan to achieve set objectives and KPI's • Work closely with the programme partners and liaise with third party suppliers and agencies to ensure requirements are delivered on time and within budget • Support the management and development of existing key stakeholder relationships. • Implement an annual partnership and communication plan working closely with communication and wider team members. • Work with the programme team and senior managers to ensure the planning, implementation and delivery of partnership and communications activity achieves programme objectives and KPIs and is delivered to a high standard. • Act as a brand guardian across all communications delivered as part of programmes • Support the Marketing Communications Manager with the provision of campaign metrics and analytics to support the collation of monthly and annual reports, ensuring learnings from previous campaigns are included in future campaign activities • Undertake a variety of ad hoc activities as required to support overall marketing/programme objectives.
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Competency Requirements	Level 1	Level 2	Level 3	Level 4
Communication, interpersonal and negotiation skills			X	
Business Sense			X	
Delivering results				
Knowledge and expertise			X	
Customer Focus			X	
Managing Change				X
Managing People				X
Team Working			X	
Knowledge, skills and qualifications required	Knowledge, skills: <ul style="list-style-type: none"> • Excellent marketing and communication knowledge and skills • Ability to write effectively for a number of audiences and channels including newsletters, social media and publications • Good knowledge about current best practice in marketing including the use of digital media • Ability to use and have experience of Word, PowerPoint and Excel • Ability to use own initiative and know when to refer issues up to a more senior level • Be results orientated with excellent attention to detail • Have good organisational skills including ability to work to deadlines and prioritise your work • Good numeric skills. 			
	Key experience required: <ul style="list-style-type: none"> • Demonstrable experience in a similar marketing role • Designing, implementing and measuring campaigns against objectives • Use of email marketing systems such as Dotmailer • Digital media including PPC, SEO and social media • Working use of InDesign and Adobe Photoshop 			
	Key qualifications required: <ul style="list-style-type: none"> • Graduate or relevant experience 			
	Desirable: <ul style="list-style-type: none"> • A post graduate marketing qualification (or working towards one) • Interest in sustainability issues 			