

University of Birmingham guild fstudents

## **JOB DESCRIPTION**

Post Title:Communications & Marketing ManagerResponsible to:Director of OperationsResponsible for:Communications & Marketing DepartmentSummary of post:To develop effective communications, marketing and insight strategies in order to<br/>inform and support the wider organisation and delivery of the strategic plan. To<br/>support the organisations understanding of its members via: the management of<br/>the Guild's CRM system; development of segmentation strategies; and the<br/>delivery of an insight programme on key data and trends. To oversee the day to<br/>day operation of the Communications & Marketing department, and related<br/>activities.

## **DUTIES & RESPONSIBILITIES:**

- 1. To work with the Director of Operations to develop and deliver communications, marketing and insight strategies to support the organisation in the delivery of its strategic objectives.
- 2. To be responsible for the day to day coordination of the Communications & Marketing Department and associated activity including the overseeing of communications campaigns, insight activity, online, digital and social media activity, media relations, design, media sales & sponsorship.
- 3. To be responsible for the management and coordination of the Guild's website and CRM system –with a view to increasing engagement, participation and satisfaction.
- 4. To oversee the delivery of insight strategies and activity to ensure that the organisation, senior managers and Guild Officers are provided with up-to-date information on key data and trends to inform decision making.
- 5. To be responsible for the effective management of student data held within the CRM System/Website, (and other online systems as applicable), and ensure adherence to the Data Protection Act and Guild Data Protection Policy.
- 6. To be responsible for the development, management and application of marketing segmentation strategies, to ensure that communications are tailored to maximize engagement, relevance and interest.
- 7. To provide data and information from the analysis and evaluation of communications and digital activity, events, promotions and marketing initiatives to inform strategy and development.
- 8. To identify key messages which are both powerful and consistent for use throughout communications campaigns and PR activity.



- 9. To work with Guild Officers, staff and volunteers to promote a unified brand for the Guild in terms of customer/client interaction.
- 10. To oversee, and provide support where applicable, the development of a range of communications material from initial brief to creative implementation and delivery, with a view to increasing engagement, participation and satisfaction.
- 11. To support, and coordinate where appropriate, key organisational and stakeholder events such as VIP visits and Welcome Week.
- 12. To develop strategies and processes to plan and project manage PR & media activity and evaluate all media activity post campaign, in terms of coverage and messages.
- 13. To liaise and build relationships with key journalists, media agencies and external stakeholders, providing accurate copy and proactive press releases promoting the Guild of Students and its messages.
- 14. To support the positive development of the Guild's profile and reputation.
- 15. To work closely to developing relationships with key University stakeholders, such as the Alumni and Corporate Relations Departments.
- 16. To work with staff and Officers to identify and develop a portfolio of case studies and 'good news' stories.
- 17. To develop the annual Communications & Marketing budget, and monitor budgets and maintain spend/income at agreed level in agreement with the Director of Operations
- 18. To manage and supervise staff within the department, to include: recruitment, the setting and delivery of key objectives and department plans to achieve strategic objectives.
- 19. To adhere to all relevant Guild policy with particular reference to staffing, health and safety, environmental and any relevant Guild Policy where it may impact upon your role
- 20. To undertake appropriate training and personal development as required for the role.
- 21. To participate as a member of the Communications & Marketing Department, Middle Management and wider Guild team.
- 22. To portray a positive image of the Guild both internally and externally, and set high standards of personal integrity and professionalism, leading by personal example.
- 23. To support the work of the Communications & Marketing Department, where necessary, in the event of sickness, holiday or other exceptional circumstances.
- 24. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

June 2016



## Person Specification: Communications & Marketing Manager

You must be able to demonstrate in your application that you have:	Essential	Desirable
QUALIFICATIONS		
Good general education, to degree standard, including Maths and English at least to Grade C GSCE or equivalent	~	
Evidence of continued professional development in the field of communications/PR/marketing	~	
Communications/Marketing/PR/Journalism/ or related educational or professional	✓	
qualification		
A Management/Leadership or related professional qualification		~
KNOWLEDGE AND EXPERIENCE		
Experience of developing and delivering communications, marketing strategies	✓	
Experience of developing and managing websites and CRM systems to support business objectives	~	
Experience of managing and delivering insight activity to generate data and information to inform decision making		~
Experience of developing and delivering marketing segmentation strategies		✓
Experience of designing, delivering & managing effective communications campaigns and activity across a range of media (including online, digital & social)	~	
Experience of dealing with the media, media agencies and media representatives	✓	
Experience of developing and managing relationships with stakeholders to deliver objectives	~	
Experience of writing press releases, coordinating PR activity and generating positive	✓	
PR coverage		
Experience of briefing staff/personnel for communications, press interviews		✓
Experience of public speaking/presenting	✓	×
Experience of coordinating and/or delivering projects within a given timeframe and budget		
Supervisory experience	✓	
Experience of setting, monitoring and managing budgets	~	
SKILLS AND ABILITIES		
Ability to present information clearly and concisely in writing or verbally, with excellent written and spoken English	~	
Ability to establish strong working relationships with a wide range of individuals both within and outside the Guild, to include the University, students, staff, clients and agencies	~	
Information gathering and/or research skills, for example acquiring knowledge	✓	
Ability to understand and deliver excellent standards customer care both internally and externally	√	
Ability to work using own initiative	✓	
Computer literacy (standard office software including spread sheets) and keyboard skills	~	
PERSONAL QUALITIES		
Understanding of and a commitment to Equality of Opportunity	✓	
Team focussed approach	✓	
Self-motivated	✓	
Flexible	✓	
Committed to continuously improving service delivery	✓	
Customer focus	✓	
Persistent & able to persuade others to meet your deadlines	✓	1
Attention to detail	✓	1

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