

## Job Description

**Job Title:** Communications and Marketing Manager

**Department:** Business Development and Income Generation

**Primary Objectives:** To build, maintain and manage the profile of Vista, its activities, and services, through communications and marketing. To maximise income from fundraising activity through marketing support. To maximise Vista's digital impact, across all of Vista's digital platforms

## Main Duties:

### Communications

- Create, implement, and monitor a Communications Strategy for Vista, working with colleagues across the organisation
- Ensure a communications plan is in place for all areas of Vista
- Plan and co-ordinate all Vista mailings
- Co-ordinate and carry out all PR and media activity for Vista
- Devise and edit all content and copy for press releases, in-house newsletters, articles, and annual reports and respond to ad hoc internal requests
- Manage Vista's response to enquiries from journalists and other media organisations and speak to the media on behalf of Vista, including radio and television interviews. Give presentations and talks to external audiences, as required
- Manage and produce Vista's internal communication, in consultation with the People Director ensuring a plan is in place
- Ensure all communications and publications meet accessibility guidelines and are made available in alternative formats, including audio and braille

## Marketing

- Create, implement, and monitor a Marketing Strategy for Vista, working with colleagues across the organisation
- Plan and manage all marketing campaigns: defining goals, analysing the target customers/audience, developing appropriate marketing tools, and carrying out implementation.
- Plan and implement marketing plans for all services and events
- Act as Vista's brand champion: managing and maintaining brand guidelines, ensuring these are implemented and playing a leading role in all future development of the brand.
- Manage the development and production of all Vista's publicity material
- Manage relationships with all external suppliers and agencies related to the Marketing function
- Manage all of Vista's external advertising, including design, placement, negotiation, and evaluation

## Digital

- Maintain and develop all of Vista's websites and microsites
- Manage all e-marketing activities
- Monitor the content of Vista's Hub
- Oversee and develop all of Vista's social media channels and accounts
- Increase access to Vista's digital content, growing followers and website hits
- Monitor and report Vista's digital performance via Google analytics and social media stats

## Fundraising and events

- Be an active member of the team, attending and contributing to regular team meetings etc.
- Support all Fundraising activity with marketing and PR activity to maximise the income of the event and ensuring marketing and communications are well planned and effective.
- Deliver a fundraising target from annual mailings and campaigns
- Attend fundraising events as required

## Finance

- Manage the Marketing and Communications budget

## Management

- Line manages the communications and marketing assistant
- Work closely with other directorates to deliver their communications objectives.

## Resources (refer to Guidance Notes):

### a) People

Management of 1 direct report

Regular engagement with all Vista managers, and their teams to devise and implement marketing and communications plans

Regular engagement with all the leadership team to devise and implement marketing and communications plans; to advise on response to media requests; to advise on media response to any major incidents

Regular engagement with all Vista staff as manager with responsibility for internal communications

Regular engagement with all people who use Vista's services, as manager with responsibility for external communications

Responsible for representing Vista to the wider public, via advertising, media, web, social media, and marketing activity.

### b) Financial

Responsible and accountable for a budget of c. £100K. Impacts upon delivery of £250K Community and Corporate income budget via marketing and communications support

Gives marketing support to all service delivery teams, increasing their effectiveness and / or income generation

Generates media coverage, in kind comparison c£10-15K pa (Comparable cost of print coverage being paid for)

### c) Non-financial

Manages and protects the Vista brand, managing and reducing reputational risk, as appropriate

### d) Special Factors

None

## Additional responsibilities

- 1) To ensure activities comply with current law
- 2) To always operate within the law, with reference to health and safety; safeguarding; equality and data protection legislation
- 3) To work flexibly, including additional hours from time to time to meet the needs of the job, and some unsocial hours working

Prepared by: **KN**

Date: **Jan 2021**

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

## Person Specification

Criteria	Essential	Desirable	How Identified (e.g. form, interview, test)
<b>Qualifications &amp; Training</b>	Graduate or of graduate calibre	<ul style="list-style-type: none"><li>Professional Diploma or degree in communications or equivalent</li></ul>	Form
<b>Experience</b>	<ul style="list-style-type: none"><li>Experience of managing and delivering multimedia communications to diverse audiences</li><li>Copywriting</li><li>Experience of managing e-marketing and web content</li></ul>	<ul style="list-style-type: none"><li>Experience of working within the charity sector</li><li>Experience of direct mail campaigns in the charity sector</li><li>Designing marketing materials</li></ul>	Form/ Interview/ Assessment

	<ul style="list-style-type: none"> <li>• Experience in building strong relationships with the media</li> <li>• Experience of producing marketing materials</li> <li>• Experience of managing advertising, negotiating with suppliers</li> <li>• Management of senior stakeholders</li> <li>• Experience of managing a budget</li> </ul>		
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Ability to meet demanding deadlines</li> <li>• Excellent skills in communications, influencing and negotiation</li> <li>• Skilled in writing copy for multiple audiences, including newsletters, media releases and web</li> <li>• Ability to build long standing and mutually beneficial relationships with the media and other agencies</li> <li>• Knowledge of a range of marketing techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the local media in Leicestershire</li> <li>• Knowledge of Visual Impairment</li> <li>• Web content management</li> <li>• Knowledge of fundraising</li> </ul>	Form/ Interview/ Assessment

	<ul style="list-style-type: none"> <li>• Knowledge of local media</li> <li>• Good financial and budget management skills</li> </ul>		
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Confidence in speaking publicly and conveying passion for a cause</li> <li>• Ability to work independently and manage time well, good judgement in when to involve other stakeholders</li> <li>• Ability to manage multiple priorities, deadlines, and stakeholders</li> <li>• Team player, happy to help where needed</li> <li>• Creativity</li> </ul>		Form/ Interview/ Assessment
<b>Other</b>	<ul style="list-style-type: none"> <li>• Able and willing to recognise and challenge discrimination and apply Vista's equal opportunities policy in the workplace</li> <li>• Committed to working in a way that reflects Vista's Culture, Values, and Core Principles</li> </ul>		

