

# VAL Jobs

## Communications and Marketing Team Manager

### Job description

<b>Job purpose:</b>	<ul style="list-style-type: none"> <li>▪ To lead on the development of a proactive and creative communications, PR and marketing strategy that makes a direct contribution to Voluntary Action LeicesterShire's (VAL) brand, performance and delivery.</li> <li>▪ To support VAL management team to identify and manage stakeholder engagement, providing support and co-ordination to related teams and projects with their stakeholder management and associated stakeholder plans.</li> <li>▪ Work with the VAL Executive Management team to ensure VAL is able to meet current and future challenges facing itself and the local voluntary and community sector and ensuring that VAL is positioned for growth across all its service areas.</li> </ul>
<b>Responsible to:</b>	Executive Manager, Trading

1.	<b>Key accountabilities: Communications and Marketing Strategy Development and Service delivery</b>
<ul style="list-style-type: none"> <li>▪ Develop the strategic direction for the VAL market positioning, brand presentation, key messages, and key target audiences.</li> <li>▪ Develop and deliver a communications and marketing plan, which supports its strategic aims and provides a targeted approach to communicating VAL's objectives with key audiences.</li> <li>▪ Ensure VAL delivers a broad spectrum of effective communications and marketing support and activities across all its services, activities, projects and sales in compliance with funder requirements.</li> <li>▪ Manage the annual operational communications, PR and marketing programme to raise awareness of the services offered, the importance of those services, and the case for support.</li> <li>▪ Lead and support the delivery of sales and income generation campaigns supporting VAL's financial stability and sustainability.</li> <li>▪ Work with Managers to ensure that the communications and marketing needs of VAL, the VCS and volunteer involving groups and other local public and private sector partners are identified, scoped, planned, developed and delivered on a day to day basis and through strategic and business plans, programmes and projects.</li> <li>▪ Structure, implement and manage internal and external communications campaigns to a diverse group of audiences; including funders, stakeholders, local community and voluntary groups, volunteers, supporters, staff and the general public.</li> <li>▪ Lead on the development of VAL's online and Social Media profile and presence (including website) keeping content relevant and fresh, improving functionality and maximising potential.</li> <li>▪ Proactively seek and secure media coverage for VAL and its services, projects and products (and the Voluntary and Community groups we support), developing on-going relationships with press and media.</li> <li>▪ Undertake timely evaluation of communications and marketing activities and events.</li> <li>▪ Lead on the creation of promotional materials/events, overseeing design, production and delivery within budget; and assessing impact. This will include copywriting, production and approval of all VAL publications.</li> </ul>	

- Develop relationships with useful media contacts/organisations to increase impact and reach of our marketing and communications activities.

## 2. Key accountabilities: People Management and Delivery

- Provide support and management to the Communications and Marketing team, agreeing clear priorities, work scheduling and targets in collaboration with the Executive Management Team and Team Managers.
- Participate positively in VAL wide people management processes ensuring organisation, team and individual development.
- Ensure team members are aware of standards of performance, both in service delivery and team performance. Motivate and inspire team members.
- Support staff to work collaboratively across VAL. Develop and implement mentoring, colleague and peer learning and other development learning opportunities to support staff to share and gain knowledge and skills. Facilitate problem solving and collaboration.
- Develop and implement staffing and resourcing proposals to support service delivery through staff and volunteers.
- Recruit, support and manage staff teams and volunteers.
- Actively promote and support VAL's values – leading by example, demonstrating this in day-to-day dealings and being accountable for own actions.
- Undertake all aspects of line management responsibility including supervision, development and appraisals for teams.
- To support the compliance and implementation of data protection policies and procedures across the organisation in line with government and legal guidelines, enabling staff to put policy into practice.
- Ensure Health and Safety of staff, volunteers and service users.
- Actively participate and contribute to Trustee Board meetings.
- Deputise for other Manager(s) as required.

## 3. Key accountabilities: Promotion/Profile/Partnership

- Represent VAL both internally and externally, through networking, promotional activity and sustaining well-established links at local, regional and national level.
- Build excellent relationships with local partners including public services and VCS and volunteer involving groups and media.
- Keep abreast of local and national developments in public and third sector policy likely to affect VAL ensuring it is positioned to influence and shape future policy.
- Ensure a positive culture within the organisation, which reflects VAL's commitment to equality and diversity, code of conduct, learning, development and continuous improvement, engendering trust amongst all stakeholders. This will include ownership for personal development and the development of teams.

### Person specification

The person specification sets out the essential qualities that we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include paid and voluntary work or other relevant life experience.

- Established experience of managing corporate communications activity as a Senior lead including developing communications and marketing strategy.
- Excellent project management skills, including planning and execution of a range of projects in parallel and managing and meeting multiple deadlines.
- Ability to lead and inspire a small team.
- Broad and thorough understanding of integrated marketing campaign planning and delivery including digital
- Creative skills to be able to produce strong and powerful creative whilst delivering against a strategic brief
- A thorough understanding of current legislation (particularly data protection, advertising, media and intellectual property law) and best practice to ensure all activity is fully compliant
- Ability to develop strong working relationships at all levels both internally and externally
- Strong written, verbal, analytical and presentation skills
- Previous experience working within the voluntary/charity sector would be desirable although not essential.
- Strong experience in website development and social media to enhance marketing and communications efforts, including knowledge and understanding of website SEO and analytics.
- Ability to get results in a resource constrained environment.
- Organised and comfortable managing multiple projects at one time and controlling budgets.

**This does not form part of your contract of employment – July 2021**