**Marketing & Communications Lead | Job Description**

## **Reports To**

CEO

## **Job Overview**

Reporting to the Chief Executive and being a key member of the Senior Management Team, this role will provide strategic marketing and communications leadership and be responsible for the implementation of marketing, communications and digital strategies for the Trust including its wholly-owned subsidiary, Elsie Whiteley Innovation Centre Ltd.

## **Responsibilities and Duties**

* Develop a clear strategy around key audiences and work closely with colleagues across the charity to ensure that we are strategic, coherent and compelling in our communications and engagement with local people, customers, funders, supporters and other stakeholders.
* Act as the responsible Lead to ensure that the Trust’s brand and public presence is reflective of our mission, values and strategy.
* Together with the Senior Management Team, ensure a strong and effective sales and marketing approach that delivers new income for the Trust via our social enterprises, particularly Elsie Whiteley Innovation Centre.
* Refresh and lead the Trust’s Marketing & Communications strategy in order to amplify the impact of our work, publicise the Trust’s programmes, and reactively respond to relevant media issues to ensure the Trust is aligned to current affairs.
* Lead the implementation of the Trust’s Digital Strategy, including websites, online marketing, online engagement, social networks, video, all geared towards increasing the visibility of Halifax Opportunities Trust and its various programmes and initiatives.
* Lead the generation of online content that engages audience segments and leads to measurable action.
* Champion digital engagement and support our staff to improve their digital approaches.
* Liaise with senior managers across all HOT projects and subsidiaries to advise and assist with marketing services and projects
* Prepare the annual Marketing and Communications business plan and budget.
* Develop and manage the Marketing and Business Engagement Officer and manage external agencies providing specialist communications support to the Trust.
* Provide timely and accurate reporting on all marketing, PR and communications activity, including website, social media, newsletter, events and lead generation analytics and metrics, press and media activity, and ongoing market and competitor analysis.
* Ensure close monitoring of the impact of our marketing, communications and income-generating activities, seeking continuous improvement and efficiencies.
* Identify issues that could potentially damage the organisation’s reputation and recommend actions to mitigate this risk.
* Develop key messages, leading on creating and maintaining appropriate and consistent language and terminology across all media.
* Build relationships with media outlets - including digital news providers - to tell the Halifax Opportunities Trust story.
* Deliver/oversee the production of copy, design, proof reading and production/printing.
* Represent the Trust at various forums and in meetings with existing or potential partners and with other diverse stakeholder groups.
* Direct the development of a stakeholder engagement plan that identifies those people and organisations we should be working with and the routes to reach them.
* Maintain effective internal communications to ensure that all HOT teams are kept informed of marketing objectives and support the dissemination of information between HOT teams.

## **General Responsibilities**

* All staff must comply with Halifax Opportunities Trust policies and procedures including Health & Safety, Safeguarding, equal opportunities, confidentiality and Data protection
* Take responsibility for own personal and professional development, in line with agreed annual performance objectives
* Adopt a creative and innovative approach towards practice by being open to opportunities for improvements, and encouraging staff to make suggestions
* Attend and complete actions from regular Supervision sessions with line manager
* Attend regular staff meetings, training days and other training as required
* Maintain up to date knowledge regarding legislation

The responsibilities reflect the core activities of the role and are not intended to be exhaustive. Other activities or duties may be required, or changes in emphasis needed, from time to time to meet the needs of the organisation and it is expected that the role-holder will adopt a flexible approach in this respect. All roles and responsibilities are regularly reviewed and revised where necessary to ensure that organisation needs continue to be addressed.