**Marketing & Communications Lead | Person Specification**

The Marketing & Communications Lead will be a marketing, PR and communications allrounder, having worked across all disciplines and with a deep understanding of their interdependencies, particularly within an SME or social enterprise. They will be creative and innovative, and able to navigate the complex landscape of equality, diversity and inclusion with intelligence and ease. Working collaboratively across the whole organisation, the Marketing & Communications Lead will be agile, flexible and dynamic, and able to lead on the big picture, as well as getting stuck into the essential detail.

The ideal candidate will have exceptional and inspirational communication skills and the ability to productively manage multi stakeholder relationships and engender long-lasting brand loyalty, along with a deep and demonstrable commitment to equality, diversity and inclusion.

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| **Essential** | **Desirable** |
| **Experience and Knowledge** | |
| * Experience leading an integrated marketing, PR and communications function across both B2B and B2C customers. * Experience in developing, delivering, managing, monitoring and maintaining marketing, PR and communications strategies and plans. * Experienced in creating and executing highly effective, on-brand and on-message marketing, PR, communications and lead generation campaigns and activity. * Experience in managing a media relations function, with the ability to build and nurture broad and deep relationships across a wide range of stakeholders. | * Experience handling thought-leadership campaigns for senior executives. * Good press and media contacts across print, TV, radio and digital media. * Experience using CRM systems. |
| **Education and Qualifications** | |
| * Degree-level education or professional qualification in related field. * Evidence of continuing professional development. | * CIM qualification |
| **Abilities and Skills** | |
| * Strong digital marketing and PR skills, with the ability to drive engagement and website traffic across all digital channels. * Exceptional ability in using and managing standard digital marketing platforms and tools, such as email marketing systems, CMS’, survey software, website and social media analytics tools. * Understanding of the production processes for print, video and photography. * Able to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail. * Solid copywriting and editorial skills, with the ability to write in a variety of styles for a range of audiences. * Strong data proficiency and the ability to analyse, understand and interpret data to support sound decision-making. * Excellent project management skills. |  |
| **Traits and Characteristics** | |
| * A strong commitment to equality, diversity, and inclusion. * Ability to build positive working relationships and work collaboratively; * Able to find pragmatic solutions, seek improvements, and adapt to changing situations. * Positive “can do” attitude, resilient and pro-active problem solver with ability to manage competing priorities under pressure. |  |
| **Circumstances** | |
| * Ability to work flexible hours, which may include occasional weekends and evenings * Fit to carry out all tasks associated with the post | * Ability to drive and have use of a car with business insurance. |