



Marketing & Communications Manager

Reporting to:	Director of Philanthropy
Hours:	37.5 hours per week
Salary:	£30,000 - £35,000 per annum plus benefits
Notice Period:	Two months

Our marketing and communication programme aims to enable the MK Community Foundation to effectively engage with our current supporters, reach new audiences via the most appropriate channels, create inspiring content across all channels (including social, web, traditional media and print) develop impactful messaging and conduct insightful analysis.

JOB PURPOSE

The Marketing and Communications Manager will:

- lead an engaging, compelling and inspiring marketing and communications programme for the MK Community Foundation.
- manage all marketing brand and communication activities across the MK Community Foundation and MK Community Properties
- implement our brand strategy designed to motivate key philanthropy audiences, engage potential beneficiaries, promote our commercial activities and support the strategies that will significantly raise the profile of the Community Foundation across Milton Keynes.

ROLE OVERVIEW/KEY RESPONSIBILITIES

To manage and lead the activities of the marketing and communications function of MK Community Foundation by:

- Implementing a marketing and communications strategy to support the delivery of our corporate, philanthropy and commercial strategies
- Supporting our staff to ensure that they understand our brand positioning and values, ensuring consistent messaging throughout the Community Foundation
- Managing and motivating marketing staff and relevant suppliers
- Adapting processes, tools and techniques to maximises the impact of our communications
- Creating and delivering an internal communications plan for our staff team
- Building awareness of best practice in marketing and communication within the UKCF network and across the third sector.

To manage and lead data collection and analysis so that we continually improve the effectiveness of our Marketing and Communications activities, specifically:

- Assess and analyse our marketing and communications activities across all digital channels and where necessary make changes to plans to ensure that our messages are getting across
- Measure the impact of each campaign to inform future planning
- Contribute to KPI and Board reports on the progress and impact of our marketing and communications activities
- Manage marketing plan tracking progress and ensure quality.

To manage and lead the production of marketing and communications content:

- Develop and implement a coherent content plan for our online and offline channels using an appropriate marketing and channel mix
- Create social media, website, web letter and corporate content.
- Support other staff members from across the organisation to ensure that their content is consistent with the Community Foundation's brand.

To deliver and refine messaging around our vision and values through our brand

- Implement and maintain an inspiring and consistent brand strategy for the MK Community Foundation and MK Community Properties
- To increase awareness of the role of MK Community Foundation with defined audiences
- Sustain relationships with suppliers and partners (media, printer, designers, grant beneficiaries, and other organisations) to ensure that MK Community Foundation is accurately represented
- Operational support MK Community Foundation's key campaigns and events
- To contribute to converting awareness of MK Community Foundation and MK Community Properties activities with clear routes and calls to action

To manage and lead communications and public relations activities:

- Develop and implement an effective media relation plan which will raise the profile of MK Community Foundation across MK and third-sector media
- Manage media, PR consultants and other content suppliers
- Maintain relationships with influential stakeholders from across MK
- Develop and maintain excellent relationship with MK press, media, and community influencers
- Be able to quickly reactively comment on current and ongoing MK issues
- Keep up to date with issues affecting MK especially voluntary, community and cultural sector
- Create and maintain a crisis communications plan for MK Community Foundation.
- Any other such duties, which the organisation may from time to time require

PERSON SPECIFICATION

ESSENTIAL SKILLS

- Evidence of the successful implementation of Marketing and Communications strategies
- Excellent organisational skills to complete a range of tasks promptly and take on new responsibilities
- Accurate and efficient with the ability to meet deadlines consistently
- Motivated, flexible and prepared to drive change to improve standards
- Excellent people and communication skills
- Excellent IT skills and use of all appropriate digital channels
- Excellent written and oral skills with a precise eye for detail
- Innovative and capable, with the ability to use initiative
- Works well with colleagues in a team environment, and can work independently
- Tactful and diplomatic and understands the need for confidentiality
- Proven ability to coordinate a range of marketing and communications activities
- Experience of managing and maintaining websites and social media platforms
- Degree or relevant qualification in marketing/communications or equivalent.

DESIRABLE SKILLS

- Experience of creative process including copywriting, filmmaking, photography and web site development and management

- Knowledge and an understanding of the Voluntary Community and Cultural Sector and how these sectors enhance the quality of life.
- Knowledge of Milton Keynes.
- Knowledge of the business community.