**Marketing and Communications Manager**

**Person Specification**

**Qualifications**

**Essential:**

* Educated to degree or equivalent level experience

**Desirable:**

* Relevant Supervisory/Line Management qualification
* Marketing or similar qualification

**Experience**

**Essential:**

* Experience of being responsible for social media in a charity or company
* Experience of analytical tools to inform communications
* Experience in writing and producing promotional materials and copy
* Experience in managing and producing in house communication materials
* Demonstrable experience in a similar role with a proven ability to deliver outcomes against a range of deliverables
* Demonstrable experience identifying, developing and managing key relationships
* Experience in managing or supervising staff; encouraging and motivating them to achieve at the highest level
* Experience of providing advice guidance and professional support to staff working within a creative role
* Previous experience of budget management and cost control

**Desirable**

* Experience and/or understanding of the charity/not-for-profit sector
* Experience and/or understanding of health care and/or social care
* Experience of planning and managing fundraising, organisational and promotional events

**Skills**

**Essential:**

* Outstanding communication and interpersonal skills
* Excellent written and communication skills and the ability to tailor information as appropriate to a wide range of audiences
* Ability to generate innovative/flexible ideas, develop creative solutions and identify new ways of working
* Excellent attention to detail
* Website design and ongoing management
* Ability to motivate, engage and enthuse staff and colleagues
* Excellent planning and project management skills and the ability to deliver against set objectives
* Excellent time management and proven ability to prioritise workload, meet deadlines and work to a high standard
* Confident networker able to liaise and network with a wide range of people and organisations
* Excellent influencing, negotiating and management skills
* Excellent IT skills
* Ability to self-motivate, think independently and anticipate what needs to be done
* Ability to build good relationships with members of other teams

**Knowledge**

**Essential**

* Effective tools and techniques for project planning and time management
* Design programmes and tools
* Communication strategies
* Social Media strategies trends and approaches to build and increase profile
* Understanding of the voluntary and community sector and the environment in which it operates

**Other Requirements and Personal Attributes**

**Essential**

* Creative, lateral thinker
* Resilient
* Positive outlook, seeing opportunities
* Sees potential in people/situations
* Enthusiastic, passionate and driven
* Self confident and Assertive
* Encouraging, supportive and caring
* Committed to principles of social justice
* Committed to equality of opportunity and promotion of diversity
* Able to work with some flexibility to accommodate occasional out of hours working

**Onside People:**

* are **passionate** about what they do
* **value difference**
* are **creative** in their approach
* are committed to **fairness and justice**