**Marketing and Communications Manager**

**Job Description**

**Responsible to**: Director of Services and Business Development

**Responsible for**:

* Business Development & Marketing Assistant
* PLUS Marketing Assistant

**Job purpose**

You will be responsible for developing and delivering all aspects of the marketing and communications strategy, ensuring that the organisation communicates effectively with its key stakeholders both internally and externally.

**Main responsibilities**

* Manage the planning and delivery of all Onside marketing communications
* To ensure a good flow of information throughout the Organisation ensuring all parties are aware of appropriate updates and relevant key messages
* Develop marketing plans to meet specific objectives as agreed with line manager
* Ensure a consistent, integrated and professional brand identity for Onside
* Formulate and implement a social media strategy that builds on the Onside social media presence
* Manage and develop the Onside website, ensuring that content is current, it is a good representation of Onside and is appropriate for all key users
* Develop the Onside narrative by writing effective copy, liaising with colleagues on relevant technical aspects
* Stay up-to-date with the latest trends to advise Onside on the best digital and social media content and new technologies to promote activities and services
* Use analytical tools to report on social media and website performance, proactively contributing to the evaluation of Onside’s digital content and activities
* Manage and oversee a calendar of imaginative and innovative fundraising activities and events
* Identify opportunities to raise funds for Onside via small funding pots eg Tesco bags of help etc
* Create, develop and manage internal communication strategies that help drive increased levels of employee and volunteer awareness, engagement and understanding of the Onside corporate strategy and business plan
* Be responsible for the development and maintenance of a regular internal newsletter
* Manage the design and production of promotional materials for Onside services
* Provide management to direct reports, including goal and objective setting, monitoring, supervision, training, support, motivation and continuing professional development
* Manage the marketing spend to ensure that all activities are planned and delivered within agreed budgets
* Attend networking events and conferences to optimise opportunities for the organisation
* Support the senior management team to generate and develop opportunities for external partnership and collaborations with others
* Provide reports to the Chief Executive, Trustees and Funders as required

**In addition, all Onside employees are expected to:**

* Work within the organisation’s stated principles and values, adhering at all times to the organisational policies, procedures and guidelines
* Demonstrate a commitment to equal opportunities, social inclusion and individual empowerment
* Show a commitment to personal, professional and organisational development.
* Contribute to organisational promotional and networking activities.
* Work flexibly and co-operatively with colleagues to support the needs of the organisation

**Onside People:**

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

While the job description provides the main duties and responsibilities for the position, it is not definitive and employees are expected to carry out any additional duties compatible with their skills and abilities. The above may be subject to change and alteration from time to time with the prior agreement of the job holder.

Signed……………………………………………………………. Date………………………………

Print Name……………………………………………………………………………………………...