###### groundwork logo 354 CGroundwork London Job Description

###### Job Title: Marketing & Communications Manager

**Responsible to:** Community Operations Manager

**Responsible for:** Marketing & Communications Officers & part-time Graphic Designer

Location: Flexible working across Groundwork London offices in Lambeth, Hackney & Islington (from home during Covid-19 social distancing measures)

## Job Background

The Marketing and Communications Manager is a member of the Strategic Development team, with responsibility for increasing the profile and visibility of Groundwork London through managing the development and implementation of Groundwork London’s Marketing, Communication and PR activities.

The role provides support to all Groundwork London business areas and manages a team of Communications, PR and Marketing staff who also support programmes and projects across the Trust.

The role is responsible for supporting and developing the brand of Groundwork London, and all internal and external communications which relate to the Trust and its work, and in maintaining and increasing its public relations profile and impact.

## Key Objectives

## Increase Groundwork London’s visibility and engagement though targeted marketing, communications and PR, contributing to and supporting the development of new projects, partnerships and funding and development opportunities.

* Develop, oversee and implement Groundwork London’s Strategic Marketing and Communications strategy across our key operational themes.
* Manage and oversee internal communications in close collaboration with the Senior Management Team and Executive Director.
* Plan and deliver communications targeting Groundworks’ key current and potential clients and funders utilising a range of proactive and strategically planned actions through printed material, the website, social media, e-communications and events.
* Manage the Communications and PR team, overseeing and coordinating project communications and PR delivery, working closely with the Communities, Youth, Landscape, and Employment and Skills Training teams to ensure maximum coverage to targeted audiences.

## Key Tasks & Responsibilities

* Develop and deliver creative marketing and communication strategies, steered by annual business plan priorities and operational plans, to position Groundwork as a high quality delivery agent with relevant partners and funders.
* Work with Directors and Senior Managers to plan and deliver strategies for specific areas of the Trust’s work and for diverse audiences.
* Work closely with the Groundwork UK team and through membership of the Groundwork Federation Comms group, ensure Groundwork London is linked in with national communications protocols and opportunities - including media, website, visual identity, branding and campaigns. This collaboration is also an opportunity to share communications good practice and identify potential joined up working with our Groundwork partners.
* Work alongside the Development and Fundraising team and as required write outline communications plans, advice on budgets and appropriate communications’ outputs for projects and programmes at funding bid / application stage.
* Oversee the development of Communications Plans at the inception of projects and programmes, alongside Project Managers, ensuring the contractual and funders requirements are fully met.
* Champion the Groundwork London brand, ensuring consistent and appropriate use of the visual identity on all internal and external communications materials.
* Support delivery teams in the organisation and delivery of high profile, externally facing events.
* Lead on developing and maintaining media relations and oversee the press office function at Groundwork London, securing positive media coverage for the organisation and its projects and programmes.
* Oversee the communication of compelling stories and the gathering of newsworthy information about Groundwork London’s work for a range of mediums, including print, web, film and social media channels.
* Oversee content management and editing of Groundwork London’s website, all social media accounts and the online photography database.
* Ensure that Groundwork Londons’ communications and marketing processes and procedures are in full compliance with the Data Protection Act 2018 GDPR (General Data Protection Regulation).
* Establish and implement an internal communications strategy with a view to keeping staff and volunteers informed of the latest ‘good news stories’ and achievements across the organisation.
* Manage the communications and PR budget and authorise expenditure accordingly.

**Recruitment and Management of Staff**

* Work with senior managers in the recruitment of staff and volunteers.
* Provide performance and operational management of a small team working across multiple programmes and locations.
* Inspire, motivate, support and performance manage a small team of staff, working across multiple programmes and locations, ensuring the delivery of high quality work, and their operation as an effective team which meets organisational and individual objectives.
* Engage with and provide support to other staff across the organisation that have responsibilities related to Communications and PR activities.
* Lead on the delivery of Communications inductions for new staff and volunteers and on any other internal communications training where appropriate and relevant.

## Other Responsibilities

* Undertake any other related responsibilities in line with the evolving objectives of the post and the evolution of the Trust, as may reasonably be requested by Line Manager or Directors.
* Work with due regard for Groundwork’s core values and objectives.
* Ensure the effective implementation of and adherence to, the Trusts’ Diversity, Equal Opportunities and Health and Safety policies and procedures.
* Feed into and support business planning as required.
* Actively support, in daily operations and duties, Groundwork London’s Environmental Management System.

## Personal & Professional Development

* Participate in the Groundwork London Performance Management and Appraisal process, and agree short, medium and long term goals with line manager, and direct line staff.
* Identify learning and development needs with Line Manager and evaluate T&D to demonstrate needs have been met.
* Share best practice and achievements, and actively seek opportunities to present outcomes and case studies.
* Contribute to the learning of others across the organisation by sharing knowledge and skills both informally and formally by participating in the Trust’s training and development programme.

**July 2018**

**HR ID: 977**

**Person Specification**

**Note to Applicant: When completing your application form you should demonstrate/evidence the extent to which you have the necessary education, experience, knowledge and skills identified as required by the Person Specification Criteria for the post.**

| **Position Name: Marketing and Communications Manager** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Job****Factors** | **Criteria No** | **Person Specification Criteria** |  | **Criteria to be tested by the following documents and/or activities** | | | | | | | | |
| **E = Essential**  **D = Desirable** | **Application Form** | **Interview** | | **Presentation** | | **Practical Exercise Test** | | **Work Simulation Test** | **Certificates or Qualifications** |
| **Education, Qualifications & Experience** | **1** | A relevant degree or professional qualification or equivalent experience. | E | ✓ |  | |  | |  | |  | ✓ |
| **2** | Proven experience in the development and implementation of organisational marketing and communications strategies and campaigns. | E | ✓ | ✓ | |  | | ✓ | |  |  |
| **3** | Experience of team leadership, coordination and management. | E | ✓ | ✓ | |  | |  | |  |  |
| **4** | Experience of overseeing internal and external communication and marketing activities. | E | ✓ | ✓ | |  | |  | |  |  |
| Competencies | **5** | Proven experience in defining and implementing results and data driven marketing, communications & PR strategies. | E | ✓ | ✓ | |  | | ✓ | |  |  |
| **6** | Proven ability to manage and coordinate project communications and PR delivery across multi-disciplined teams. | E | ✓ | ✓ | |  | |  | |  |  |
| **7** | Demonstrable experience as a team leader, with the ability to provide support, advice, direction and motivation for operational staff. | **E** | ✓ | ✓ | |  | |  | |  |  |
| **8** | Ability to oversee allocation of project communication tasks to team members. | **E** | ✓ | ✓ | |  | |  | |  |  |
| **9** | Proven experience in shaping and implementing integrated digital strategies. | E | ✓ | ✓ | |  | |  | |  |  |
| **10** | Excellent working knowledge of MS Office software, using social media platforms professionally and some of the Adobe Creative Cloud apps | E | ✓ | ✓ | |  | | ✓ | |  |  |
| **11** | Proven experience of website CMS and content production (Wordpress experience desirable) | E | ✓ | ✓ | |  | |  | |  |  |
| **12** | Proven experience in building and maintaining productive working relationships with internal and external customers and partners. | E | ✓ | ✓ | |  | |  | |  |  |
| **13** | Experience of using CRM systems | D | ✓ | ✓ | |  | |  | |  |  |
| **14** | Demonstrable ability to plan, manage and deliver events and launches. | E | ✓ | ✓ | |  | |  | |  |  |
| **15** | Ability to work to strict and demanding deadlines, manage competing priorities and to undertake those tasks necessary to deliver results on time. | E | ✓ | ✓ | |  | |  | |  |  |
| Competencies (continued) | **16** | Commitment to the values of Groundwork and awareness of environmental regeneration and community regeneration. | E | ✓ | ✓ |  | |  | |  | |  |
| **17** | Commitment to diversity and equal opportunities. | E | ✓ | ✓ |  | |  | |  | |  |
| **18** | Willingness to work flexibly including occasional weekend and evening events. | E | ✓ | ✓ |  | |  | |  | |  |