

**Role Profile**

**Communications and Marketing Manager (Partnerships and Communities)**

**Role Purpose**

**This role oversees the communications and marketing requirements for Community Integrated Care’s specialist Partnerships and Communities function. It leads the creation, implementation and growth of the team’s projects, partnerships and campaigns through delivering effective marketing and communications support at all stages of our project life cycle.**

**This work is delivered with strong alignment to Community Integrated Care’s overarching Communications and Marketing strategy, through working in close collaboration with our in-house Communications and Marketing team.**

**This ensures that work is audience-focused and impactful, reaches the target audiences, and that the programmes generate impact and reputational and commercial benefits for Community Integrated Care.**

**Key Accountabilities**

**External Relations**

* To own strategic development for marketing and communications within the function, ensuring that each project has an effective Communications and Marketing strategy that meets organisational and project objectives. This involves close collaboration with Community Integrated Care’s in-house marketing and communications team, ensuring the projects for the Partnerships and Communities team effectively integrate with and complement the charity’s overarching marketing strategy and delivery plans.
* To deliver or direct the creation of any marketing and communications resources or assets required to effectively deliver our projects, partnerships or campaigns.
* To identify opportunities for media coverage and to develop quality content for journalists/media and partners, to drive key project outcomes and income generation.
* To build relationships with key stakeholders, influencers and partners through the development of effective engagement and collaboration approaches, ensuring that we can maximise the value of their contribution.
* To assess and refine all external communications and marketing materials, ensuring they align with the charity's insights, values, and mission, and effectively promote the organisation as impactful, innovative, and purpose-drive.
* To produce or direct the creation and targeted sharing of evaluation and impact reports to ensure that the charity evidences its successes to retain and attract funders, partners and supporters.

**Business Development**

* To develop effective content, resources, and networking solutions which ensures that the marketing and communications strategy drives business development growth for the department.
* To regularly review and analyse strategic opportunities to enhance partnerships and secure new partners, funders or ambassadors, to enhance the growth, sustainability and innovation of our work..

**Transformation**

* To track, monitor, review, and analyse the effectiveness of project and campaign communications and marketing activities, using this insight to drive continuous improvement and greater impact.

**Finance**

* To manage project budgets, ensuring that all expenditures is in line with all projects, contractual, and organisational requirements ensuring high quality delivery within budget, on time, and in scope.

**Leading and Managing a Team**

* To lead, develop and motivate the team to attract, retain and develop the capacity, capability and skills of colleagues to create a high performing team that achieves strategic objectives.
* Set expectations and manage, monitor, coach and develop team members to ensure that they maximise their performance, meet the required standards, and continuously develop their capabilities and experience

**Scope and Geography** This is a national role supporting Partnerships and Communities programmes across England and Scotland

**Travel Expectation** There will be a requirement to travel nationally to support programmes as required.

**Collaboration** It is expected that the post holder will work proactively and collaboratively with key colleagues across our charity, including with departmental teammates, our in-house marketing and communications teams, our specialist functions, and operational care and support teams, the people we support, and their families, and our partner and funder networks.

**Budgets** This role will not have any direct budgetary accountability.

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| **Best Life Possible Success Measures** |
| **Service Quality and Innovation** | * Ensuring that Community Integrated Care’s projects and campaigns have maximum visibility and engagement from our target audiences through well-executed communication and marketing strategies that measurably achieve their campaign objectives.
* Generating support for Community Integrated Care to grow and maximise its portfolio of social impact programmes through effective communications, including developing exceptional content, proposals and awareness-raising activations, Measured through the growth and sustainability of the team and the achievement of campaign objectives (such as media reach, engagement levels, and awards).
* Generating positive media coverage and opportunities for journalists/media partners, measured the attainment of target press and digital coverage.
* Ensuring that our programmes are engaging, accessible, creative and impactful through contributing as a communications and marketing expert at all stages of our project development cycle and carefully considering and co-producing ideas with our target audiences.
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| **Career Opportunity** | * Embed effective communications and marketing approaches in the team through coaching and mentoring, measured through colleague feedback
* Ensure alignment and clarity from organisational and department goals by setting objectives to deliver against key priorities
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| **Community Engagement** | * Enable Community Integrated Care to build a diverse portfolio of social impact programmes that engage and support our target communities.
* Ensure that our projects reach and engage their audiences through tailored, accessible and inclusive communications and marketing. Measured by project participation and impact metrics.
* Maintain positive relations and deliver excellent customer service to participants, families, partners, celebrity ambassadors, and other key stakeholders. Measured through customer and partner feedback.
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| **Sustainable Economics** | * Develop successful commercial proposals, award entries, and business development campaigns to help secure funding and ensure the growth and sustainability of partnerships and projects. Measured through increased number of funded opportunities and partner / funder retention.
* Build our partner, ambassador and funder pipelines through the execution of effective communications, marketing, media and partner engagement campaigns. Measured through increased opportunities and new opportunities.
* Lead the marketing and communications deliverables for our business development activities, measured by increased revenue through grants and fundraising activity.
* Ensure that marketing and communications plans all have defined plans for attracting new opportunities and investment for the charity (e.g. considering routes to attract or extend partnerships, and grow funder, media and ambassador relationships).
* Delivery of project objectives within time, cost, and scope parameters, delivering quality results.
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| **Structure** |

**Qualifications, Experience, and Knowledge**

* **Degree**: Degree in Marketing, Communications, or another relevant subject.
* **Strategy design**: Experience designing strategies which are sensitive to the needs and perspectives of the audience and represent the organisation’s brand appropriately.
* **Content Creation**: Experience creating various content types (videos, press releases, social media) and working with creative teams /agencies.
* **Media Relation**s: Track record of generating quality media coverage, including press releases and media packs, and building relationships with journalists.
* **Partnership Development**: Experience collaborating with partners, developing pitches, and aligning marketing with partnership or business development strategies.
* **Digital Marketing**: Strong background in digital marketing, social media management, and using analytics to optimize performance.
* **Project Management:** Experience managing multiple projects, coordinating cross-functional teams, and meeting tight deadlines.
* **Inclusive Marketing**: Experience implementing inclusive marketing strategies that resonate with diverse audiences.
* **Digital and Social Media**: Able to deliver effective digital marketing practices relating to social media, user experience, content marketing, and search engine optimisation.
* **Data Analysis**: Experience using a variety of metrics and measures to understand campaign performance and using this to inform future projects and campaigns

**Competencies, Skills, and Abilities**

* **Strategic Marketing:** Proven ability to design and execute successful marketing strategies tailored to different audiences and channels.
* **Strategic Internal and External:** Able to design and executeeffective marketing and communication strategies that deliver results across a range of programmes and partnerships.
* **Agile:** Able to work at pace and with tight deadlines
* **Creative and Analytical Thinking:** Ability to create innovative marketing materials and analyse data to refine strategies.
* **Data analysis:** Applying insights, using data, and problem-solving
* **Copywriting:** a skilled copywriter with the ability to use educate, influence, persuade, or support in a range of different writing styles for a wide range of audiences.
* **Engagement and Communication:** the ability to articulate ideas clearly and persuasively, fostering effective communication to engage with a wide range of internal and external stakeholders.
* **Relationship Management:** Skilled at building and nurturing relationships with customers, agencies, partners and external stakeholders
* **Presentations:** Able to create high quality pitch desks, proposals, award submissions, and presentations
* **Collaboration:** Able to collaborate with cross-functional teams (internally and externally) for excellent results
* **Attention to Detail:** To have a keen eye for detail and able to deliver work to an exceptional standard.

**Personal Attributes**

* Creative and innovative
* Exceptional collaborator, including working with our in-house Communications and Marketing Team, suppliers, partners, ambassadors, colleagues, families and people we support.
* Detail focussed, strategic thinker
* Passionate about social inclusion and equality
* Interested in innovation, social impact, community development, and key areas of impact in our charity, including sport, health, wellbeing, social inclusion, rights, arts and creativity.
* Committed to personal development and growth
* Able to thrive in a fast-paced environment, where you are simultaneously on multiple and diverse projects
* A confident and focussed networker
* Ambitious for yourself, your teammates, the charity and the projects you support

**Tasks and Responsibilities** (representative, not exhaustive)

* Developing and implementing communications and marketing strategies and tactical plans, ensuring strong alignment with the charity’s overarching Communications and Marketing strategy and plans.
* Direction and creating a range of high-quality content which is strategically relevant - including, but not limited to press releases, videos, toolkits, websites, digital assets, event delivery plans and scripts, presentations, partner packs, presentational decks etc
* Developing media engagement plans and activations. This can include tactics such as the developing press releases, the creation of high-quality promotional activations and events that draw attention to our work, and the development of impact reports and thought-leader content.
* Developing a range of content for the implementation our social impact projects
* Developing a range of content to assist our business development and partner attraction strategies.
* Analysing marketing and communications results to identify new opportunities
* Account managing Community Integrated Care’s ambassador and partner network
* Leading the development of evaluation, reports and testimonials for partners
* Effectively representing Community Integrated Care at events, professional networks, presentations and conferences.
* Developing presentations, proposals, promotional content, award entries.
* Enabling the team to grow new partnerships and investments by contributing to our business development efforts, working with our Partnerships Development Manager
* Ensuring that our programmes and projects are underpinned by effective audience-focused communications.
* Empowering Community Integrated Care to reach and influence more people by ensuring that our projects are effectively marketed to our target audiences, with engagement, creativity and accessibility at the heart of our work.
* Managing relationships and ensuring the delivery of excellent customer service to all stakeholders and customers (participants, families, partners, celebrity ambassadors, etc) in all projects, ensuring high levels of satisfaction and engagement.
* Ensuring that our work drives the profile of Community Integrated Care, helping to create reputational and commercial benefits for our charity.
* Working independently, with teammates, with our in-house Communications and Marketing team, with agencies and with partners. Ensuring that the Community Integrated Care brand and our unique Partnerships and Communities strategic function is effectively represented.
* Measuring the results of our projects and campaigns, through evaluation and impact reports.
* Directly creating or working with agencies or in-house colleagues to develop compelling campaign/programme deliverables across a range of mediums and channels. This might include creating toolkits, videos, press releases, campaign assets, websites, social media and presentations.
* Working with media outlets, writing press releases and securing media coverage. This includes maintaining strong relationships with journalists, influencers, and media partners to enhance project visibility.
* Developing creative and impactful activations, events or influencer engagements to deliver results for the charity
* Working effectively with partner agencies, building and nurturing relationships to expand the reach of programs or campaigns.
* Defining communications deliverables with our partners, which include brands, charities, celebrities / public figures, and other influencers.
* Partnering with our Partnerships Development Manager to develop strategies, reports and collateral to attract new partners and funders, and maintain existing relationships.
* Directing social media content and campaigns that drive awareness of our projects and impact, and grow our reach and influence.
* Leading inclusive marketing practices that ensure that our communications and campaigns are accessible and resonate with diverse audiences, particularly those who draw on care and support.

**Behaviours and Values**

At Community Integrated Care “how” you approach your work is just as important as “what” you do. With that in mind, we have outlined the key behaviours that we look for at each level in our charity. This role aligns with level 3 in our guide to behaviour.

**Job Evaluation**

Internal Evaluation Level: 3B