

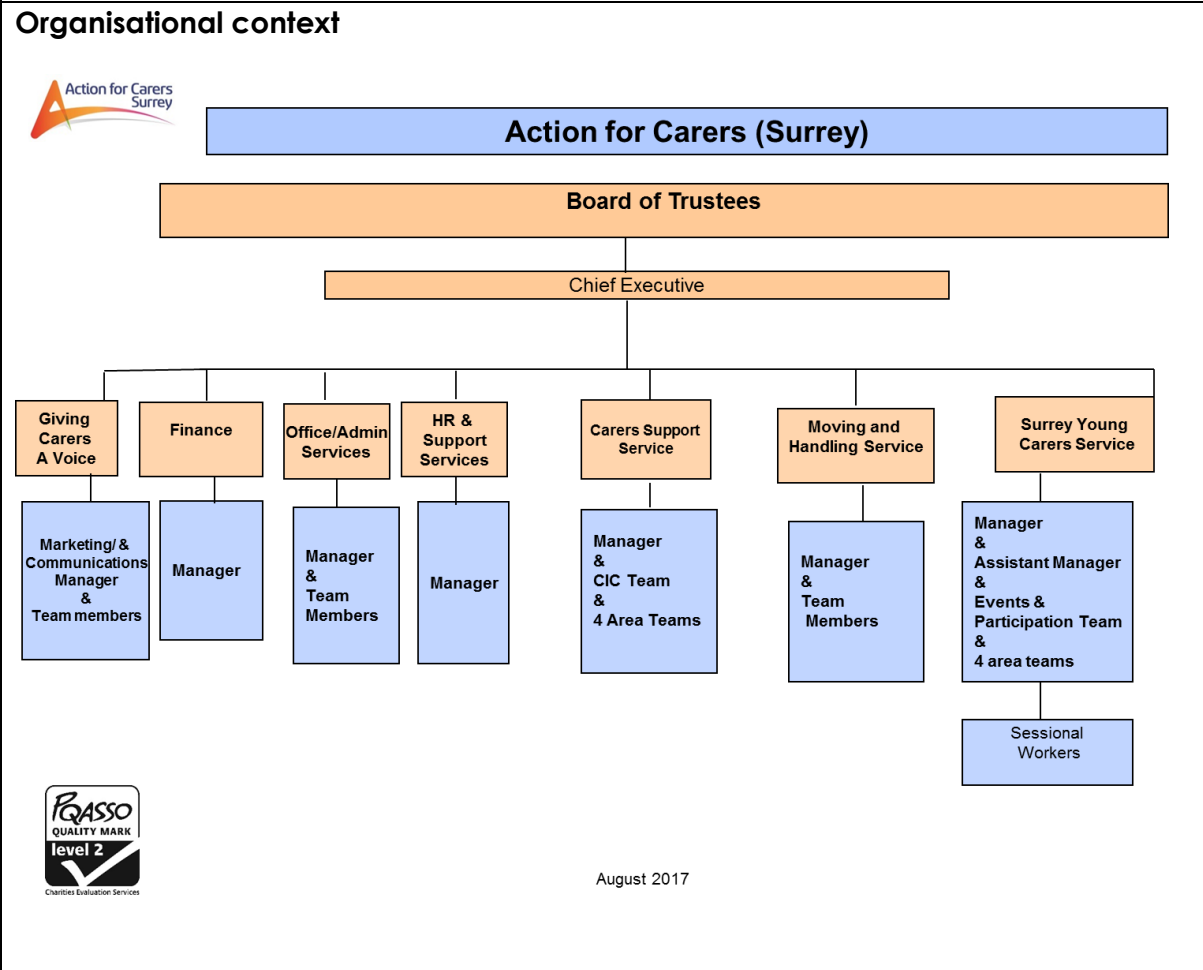
**Action for Carers (Surrey)
JOB DESCRIPTION**

Date created/updated: July 17

Job Title	Marketing & Communications Manager
Service	Giving Carers a Voice
Reporting to	CEO

Scope & Accountability
 Overall responsibility for effectively delivering marketing and communications activity. As a member of the senior management team, the role reports to the CEO and works closely with colleagues across the organisation, other stakeholders and external contacts. There is budget management responsibility and line management of a Digital Communications Co-ordinator and a Marketing & Communications Assistant role.

Direct reports: 2
 Headcount: 2
 Budget: TBC



Hours	24 hours per week
Salary	£20,109
Location	Guildford

Job purpose

This role will take operational responsibility and accountability for delivering marketing & communications activity that supports and promotes all the services delivered by Action for Carers Surrey (ACS). Responsible for ensuring that agreed communications objectives and outputs are delivered, and for managing relationships with internal and external stakeholders.

Responsibilities**Headline responsibilities**

1. Work closely with the CEO and SMT in developing, delivering and coordinating effective ACS marketing and communications strategies.
2. Develop and manage the marketing & communications budgets and forecasts and assist with budget planning and review.
3. Manage projects including planning, implementing, developing, monitoring and evaluation.
4. Prepare papers for and present to management and board meetings

Marketing responsibilities

5. Provide advice and guidance to the organisation on marketing, branding and communication.
6. Develop and implement a Marketing CRM system.
7. Develop and maintain good working relationships across ACS and its networks and work with Fundraiser on campaigns.
8. Research best practice and evaluate activity to inform future development, marketing opportunities and to increase ACS's understanding of key audiences, providing performance reports to senior management.

Communication & PR responsibilities

9. Oversee quality and consistency of ACS external communications and branded materials for all services.
10. Carry out a review of the ACS website and propose recommendations.
11. Oversee a review of ACS social media and propose recommendations to increase brand visibility.
12. Oversee communications plans to meet agreed objectives including monitoring, reviewing and evaluation.
13. In liaison with Service managers, keep abreast of relevant developments in communications and in carer's policy and develop relevant external contacts, including key partners.
14. Ensure that all marketing & communications activity is appropriately informed and influenced by the views and experiences of people with direct experience of caring, particularly those from hard to reach and other diverse groups, through running focus groups/consultations, events and maximising impact of digital resources.

General responsibilities

15. Attend and pro-actively contribute to team meetings, individual supervisions with line manager and internal communication meetings.
16. Ensure all work meets current legislative requirements, good practice and is line with ACS policies and procedures, in particular to understand the

responsibilities in the role in relation to safeguarding and in relation to confidentiality.

17. Work in accordance with the ACS of Conduct.
18. Understand, contribute to the development of, and implement policies, standards and procedures of ACS.
19. Attend mandatory training identified by ACS.
- 20.** Undertake any other duties as appropriate and commensurate with the grading of the post.

Person Specification

Qualifications	Essential	Desirable
1. Minimum O'level/GCSE or equivalent Maths & English Grade B	Essential	
2. Degree / professional qualification in marketing	Essential	
Skills, Experience & Knowledge		
3. Minimum of 5 years experience of working with and managing a brand	Essential	
4. Comprehensive knowledge and experience of all communication channels	Essential	
5. Minimum of 2 years experience of PR	Essential	
6. Minimum of 5 years experience of developing and implementing successful marketing strategy		
7. Line management experience	Essential	
8. Experience of managing complex stakeholder relationships	Essential	
9. Knowledge and experience of planning, implementing, developing operational and project plans	Essential	
10. Experience of forecasting and of developing and managing budgets and targets	Essential	
11. Change management experience	Essential	
12. Working knowledge of policy, procedure and process development	Essential	
13. Experience of successful implementation of a marketing CRM	Essential	
14. Minimum 5 years experience and competence in developing web site/intranet strategies, evaluating proposals and managing delivery.	Essential	
15. Proven competence in Word, Excel, Outlook and Powerpoint plus databases, data analysis and report writing/generation	Essential	
16. Competence in MS Project 2016		Desirable
17. Experience of working in the 3 rd sector		Desirable
18. Knowledge and experience of working with cultural diversity		Desirable
19. Knowledge or understanding of carer's landscape		Desirable
20. Direct or indirect experience of caring responsibilities		Desirable
Personal qualities		
21. Strong verbal communication & active listening skills	Essential	
22. Strong written communication skills	Essential	
23. Ability to develop and maintain professional relationships and boundaries with clients and professionals	Essential	
24. Ability to multi-task, set priorities and manage time effectively	Essential	
25. Ability to use own initiative, be resilient and work without direct supervision	Essential	

26. Friendly and approachable with the ability to form and maintain good working relationships	Essential	
27. A flexible approach to working hours	Essential	
28. A positive approach to team working	Essential	
Specific requirements of the post		
29. Occasional evening and weekend hours may be required for which TOIL will be afforded	Essential	
30. Current driving license and use of a road worthy vehicle	Essential	