



## **Marketing & Communications Officer**

### **Job Description & Person Specification**

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##### **Leadership, Management and Development**

- Developing and delivering marketing campaigns which are strategically created to meet MCR Pathways' objectives
- Undertaking market research studies and reviewing findings to understand market opportunities
- Developing and delivering on and offline advertising campaigns
- Monitoring the impact of marketing work undertaken; by target setting, tracking and analysing all engagement data available
- Ensuring strong, collaborative working relationships with colleagues and stakeholders. This includes regular meetings with relevant colleagues and providing guidance and support for other MCR Pathways' staff members, partners and stakeholders as required

##### **Standards & Service**

- Ensure that the National Marketing Manager is appraised on a regular basis on all aspects of your work
- Ensure colleagues and stakeholders are kept up to date with marketing activity in progress for their areas
- Be an MCR Brand ambassador
- Positive, solution-focused attitude
- Willingness to support others, with strong people skills and patience
- Relish change and take up personal development opportunities
- Self-motivated, with commitment to MCR's cause and values

##### **Business Development & Efficiency**

- Ensure MCR's values are prevalent in your attitude and approach to all work, in word and deed
- Ensuring that all on and offline marketing and communications are produced to the highest - fit for purpose - standards and are engaging, relevant and targeted
- Ensuring MCR's brands are maintained, developed and utilised to the benefit of the organisation at all time

##### **Key Relationships**

- National Marketing Manager (line manager)
- Marketing and Communications team members
- Staff and stakeholders from across the organisation

## Person Specification

An enthusiastic, confident, creative and approachable marketer with demonstrable experience of developing and delivering marketing campaigns in a fast-paced environment. A person with high expectations of themselves and others, with a passion for detail and the ability to complete projects on time, to a high standard.

	Essential	Desirable
Experience	<ul style="list-style-type: none"> <li>• Experience in a marketing and communications role (minimum 2 years)</li> <li>• Experience and knowledge of briefing and commissioning creative design work for digital and print</li> <li>• Experience in writing strategic marketing and communications plans</li> <li>• Experience of managing e-communications and offline communications to members or customers</li> <li>• Experience of working with website content management systems</li> <li>• Experience of managing social media channels for an organisation</li> <li>• Experience of managing external advertising on and offline</li> <li>• Experience of undertaking market research</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with a customer relationship management system</li> <li>• Experience of creating digital media for social and web use</li> <li>• Experience of marketing for a not-for-profit or membership organisation</li> <li>• Experience of writing and distributing press releases and of responding to press enquiries</li> </ul>
Skills and Proficiency	<ul style="list-style-type: none"> <li>• Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines</li> <li>• Ability to work on multiple projects simultaneously whilst ensuring attention to detail</li> <li>• A firm grasp of marketing principles</li> <li>• A strong understanding of how to create marketing campaigns and communications for a range of target audiences</li> <li>• Ability to communicate ideas and viewpoints clearly, concisely and non confrontational in person and in writing</li> <li>• Strong creative thinking and problem-solving skills</li> <li>• Clear understanding of how to utilise web, social, email and</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of forming strong partnerships with both internal and external customers</li> </ul>

	<p>other digital channels for marketing and communications</p> <ul style="list-style-type: none"> <li>• Excellent copywriting, copy editing and proofreading skills</li> </ul>	
<p>Personal Skills &amp; Attributes</p>	<ul style="list-style-type: none"> <li>• A commitment to and understanding of ongoing professional development</li> <li>• High personal standards of performance and pride in your work and high expectations of your team and organisation</li> <li>• A willingness to learn new skills as required and undertake appropriate training</li> <li>• Flexibility in terms of hours/days worked to suit organisational needs (including evening and weekend work)</li> <li>• Self-motivated, with commitment to MCR's cause and values</li> </ul>	
<p>Training &amp; Qualifications</p>	<ul style="list-style-type: none"> <li>• Successful marketing campaign experience</li> <li>• Experience of the marketing mix in a working environment</li> </ul>	<ul style="list-style-type: none"> <li>• Qualification in marketing, communications or PR</li> </ul>

## Our Vision

Our vision is that every care-experienced young person, or those who have experienced disadvantage, get an equality education outcomes, career opportunities and life chances as every other young person.