



Senior Marketing & Communications Officer

Job Description & Person Specification

Job Purpose

MCR Pathways Marketing and Communications team works to increase engagement with, and knowledge of MCR Pathways' award-winning mentoring programme across new and existing audiences and stakeholders. The Senior Marketing and Communications Officer will work with the Head of Marketing and Communications and wider team by developing and delivering marketing campaigns to support our recruitment of volunteer mentors across the country, and in developing awareness of the impact of MCR Pathways' award-winning mentoring programme. You will be responsible for developing and implementing communications for internal and external audiences, including staff, mentors, businesses, partners, stakeholders and media. You will also be expected to assist the Head of Marketing and Communications in supporting and managing the wider Marketing and Communications team.

The role demands a solid understanding of marketing principles, creative flair, up-to-date knowledge of current marketing trends and a professional approach to process, deadlines and internal communications. The Senior Marketing and Communications Officer is required to produce fast and accurate work, undertaken with a keen eye for detail, and work on multiple projects simultaneously.

Main Duties and Responsibilities

Leadership, Management and Development

- Deputise for the Head of Marketing and Communications as required, particularly during busy periods
- Developing and delivering marketing campaigns which are strategically created to meet MCR Pathways' objectives
- Maintain, record and produce high quality standards of project management, including planning, delivery, knowledge exchange, monitoring and reporting
- Undertaking market research studies and reviewing findings to understand market opportunities
- Developing and delivering on and offline 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 Head of Marketing and Communications 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 times

Key Relationships

- Head of Marketing and Communications (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 fully integrated 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"> • Experience in a marketing and communications role (minimum 2 years) • Experience and knowledge of briefing and commissioning creative design work for digital and print • Experience of managing a team • Experience in writing and delivering strategic marketing and communications plans • Experience of managing e-communications and offline communications to members or customers • Experience of working with website content management systems • Experience of managing social media channels for an organisation • A strong understanding of project management and project management software • Experience of undertaking market research 	<ul style="list-style-type: none"> • Experience of working with a customer relationship management system • Experience of creating digital media for social and web use • Experience of marketing for a not-for-profit or membership organisation • Recent experience of writing and distributing press releases and of responding to press enquiries
Functional Skills and Proficiency	<ul style="list-style-type: none"> • Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines • Ability to work on multiple projects simultaneously whilst ensuring attention to detail • A firm grasp of marketing principles • A strong understanding of how to create marketing campaigns and communications for a range of target audiences • Ability to communicate ideas and viewpoints clearly, concisely and 	

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