

Job Description

Job Title:	PR and Communications Manager
Reports to:	Chief Executive
Salary:	£29,323 - £33,437 (NJC Scale PO1 – PO2)
Contracted hours:	37.5 per week
Contract type:	Permanent

Main Responsibilities

As part of the Senior Management Team the post holder will be responsible for helping to shape the strategic direction of the organisation. They will lead a small team of highly competent professionals and be responsible for managing all marketing and promotional activities, publicity, external communications and event management.

Specific Duties

PR and Communications

- Develop and implement the marketing strategy for the organisation in line with corporate objectives and projected income streams.
- Manage the brand identity for the organisation in line with brand guidelines.
- Oversee all website and social media content and monitor the digital marketing strategy for the organisation.
- Design marketing collateral in-house and use graphic design packages such as InDesign, Illustrator etc.
- Develop media relations with the organisation, building on a select list of media contacts and maximising PR opportunities.
- Ensure the organisation is represented at all relevant exhibitions and events and take the lead in organising events as required.
- Be responsible for planning, managing and evaluating marketing campaigns.
- Take the lead in maximising promotional opportunities for the organisation through advertising, sponsorship and other initiatives.

Fundraising

- Oversee the development and implementation of the organisation fundraising strategy to ensure it supports existing and future work programmes.

Staff Management

- Motivate and manage the performance of each member of the Communications team.
- Identify and agree training and development plans for each team member.

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- Ensure staff acquire and retain in-depth knowledge of existing and new services by managing ongoing internal training.

Communication, Personnel and Organisational Development

- Participate in all photographic and media events as required in order to promote the organisation.
- Engage in prompt and full communication both within your own team and across teams to ensure the highest level of customer service at all times.
- Participate in regular meetings, staff training and development activities on company services, operating systems, processes and procedures and contribute to same.
- Continuously review all administrative and operational procedures in your team/area of work and make constructive suggestions for improvement.
- Work flexibly and across teams and organisational functions as required.
- Participate in external promotional events at times and venues required including evenings and weekends, and travel as required to meet the needs of the organisation.
- Demonstrate a calm, pleasant manner with all clients and colleagues and display a flexible and cooperative approach at all times, treating all clients and colleagues with courtesy and respect.
- Undertake any other reasonable duties appropriate to the achievement of the organisation’s goals and targets.

Key Holder

- Comply with the organisation’s Key Holder Roles and Responsibilities policy.
- Responsible for opening and/or closing the office when required.

Information Security

- Comply with the organisation’s Security & Confidentiality policy at all times, ensuring the highest levels of information security, data protection and confidentiality.

This job description is neither exhaustive nor exclusive and may be reviewed depending upon operational requirements and staffing levels.

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