

MARKETING AND COMMUNICATIONS MANAGER: JOB DESCRIPTION

Post	Marketing and Communications Manager
Term	Permanent
Salary	Salary scale 13-16 starting at £27,864 and progressing to £32,879 pro rata plus 6% pension contribution (pay award pending)
Hours	22.5 to 30 hours per week by arrangement
Role	The Marketing and Communications Manager will be responsible for the promotion of the Chartered Institute’s activities. They will work with senior staff to design, develop and improve our promotion by creating engaging content. The post-holder will also take on management of significant aspects of the role and managerial responsibility for any support staff.
Responsible to	Head of Governance and Finance
Place of work	Working from home with occasional travel to the CIfA office and to attend meetings.

Main duties and responsibilities

- Producing, implementing and monitoring marketing campaigns and plans to achieve CIfA strategic objectives and to support some projects
- Developing and creating engaging communications for multiple channels eg websites, blogs, e-newsletters, social media posts to promote CIfA activities to a wide and diverse audience
- Overseeing the update and management of information on all digital channels
- Measuring the impact of campaigns and plans through analysis of data
- Ensuring consistency and integrity is maintained and always promoted in line with CIfA branding and house-style, including training staff and volunteers as required
- Identifying new marketing and communication opportunities and making recommendations to senior staff and colleagues
- Undertaking other duties as may be reasonably requested

MARKETING AND COMMUNICATIONS MANAGER: PERSON SPECIFICATION

Essential	Preferred
<i>Education, knowledge and skills</i>	
educated to degree level or an equivalent level of competence gained in the workplace	a good understanding of the role of professional institutes
proven experience of creating and managing comms/marketing campaigns using a range of channels	ability to manage budgets
excellent communication skills, including good written English, and the ability to engage with a broad range of individuals	accreditation by a relevant professional body

confident with the use of social media and websites	
a good understanding of strategic and business planning	
attention to detail	
excellent IT skills	
good PR skills	
Behaviours	
personal commitment to CPD and the maintenance of professional standards and behaviour	ability to work in a dispersed team
self-motivated and able to take the initiative but also a team player	demonstrated ability to work with and engage volunteers
a tactful and diplomatic working manner	
demonstrated excellent time, task and project management skills	
demonstrated ability to manage a range of diverse tasks and demands from a dispersed team and client base	

Training will be provided