

Job family	Business Growth and Positioning
Workforce capability framework level	Corporate and Service Support Level
Reporting to	Rachel Henze, Head of Marketing and Advocacy
Directly supervising	Digital Marketing and Communications Coordinator
Date prepared	June 2021

Position purpose

The Marketing Communications Manager supports the development and implementation of the marketing communication plan. The role is responsible for delivering a clear message and engaging content to key stakeholders through social media, public relations and advocacy initiatives, company websites, digital marketing and fundraising activities, in order to increase brand awareness and raise the Learning Links profile.

Key Accountabilities include:

- Supporting the Head of Marketing and Advocacy to develop, manage and execute the integrated marketing plan.
- Line-management and mentoring of the Digital Marketing and Communications Coordinator
- Implementing the communications strategy and public relations plan.
- Supporting the CEO, Head of Marketing and Advocacy and General Manager, Funding and Partnerships with the advocacy strategy.
- Managing public relations and media activities, including media monitoring, liaison with journalists, identifying opportunities to partner with bloggers and content writers and sourcing speaking opportunities.
- Overseeing and developing existing social media channels and exploring new channels.
- Overseeing the creation of print and digital content and marketing material, including promotional collateral, articles, email communications, infographics, digital assets, videos, presentations, media releases and internal communication.
- Supporting the ongoing development, maintenance, and optimisation of company websites, in partnership with the Head of Marketing and Advocacy – working with the external website agency, when required.
- Supporting the implementation of SEO, SEM and paid online marketing and fundraising campaigns.
- Building customer insights through website, social media and marketing analytics to generate leads, optimise budgets and drive improvement.
- Supporting the Fundraising team to implement the digital fundraising and funder acknowledgement strategies.

To be eligible for this role, you must have:

- A degree in Marketing, Communications or Public Relations.
- At least 5 years' experience in marketing, public relations and/or communications.

- Excellent planning and project management skills and the ability to work to tight deadlines.
- Public Relations experience.
- Social Media, Web Content Management, Email Marketing experience.
- Excellent written and verbal communication skills.
- Strong creative skills with proven design experience.
- Proficient in Microsoft Suite: Word, Excel and PowerPoint.
- Experience using Adobe Creative Suite
- Experience using Wordpress or similar CMS (desirable)
- Experience using Campaign Monitor or similar email platform (desirable)
- Experience using Salesforce (desirable)

Document Control	
Completed by: Sophie Mail	Date:
Reviewed by: Rachel Henze	Date:

Employee sign off and acceptance		
I have read, understand, and accept the expectations of the Communications Manager Role.		
Employee:	Signature:	Date:

The statements within this PD are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with the position. Management reserves the right to amend and change responsibilities to meet business and organisational needs as necessary.

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