**JOB DESCRIPTION**

**Job title: Communications Manager**

**Reporting to: Head of Brands**

**Responsible for: Senior Communications Officer**

**Communications Officer**

## JOB PURPOSE

To oversee the execution, monitoring, and measurement of marketing campaigns in alignment with brand guidelines, ensuring timely achievement of campaign and project goals.

To assist in planning the digital content strategy, encompassing social media, email campaigns, and website content.

To manage the Communications team, creating a supportive environment where team members can flourish.

## MAIN DUTIES AND RESPONSIBILITIES

1. To oversee the execution, monitoring, and measurement of marketing campaigns, ensuring alignment with brand guidelines and company strategic objectives.
2. To project manage a range of marketing and communication activities and initiatives as agreed with the Head of Brands, working collaboratively with colleagues and teams across the business.
3. To assist in the planning process for the digital content strategy, including social media, email campaigns, and website content.
4. To effectively evaluate all digital engagement activity and make recommendations for changes.
5. To be responsible for content writing and production, sourcing and occasionally writing articles, blogs, case studies, reports, and guides.
6. To take responsibility for proofreading communications for the team, using a sign-off process.
7. To become an expert in the Group brands, serving as a point of contact for marketing enquiries across the organisation and from external partners.
8. To lead and manage a small team, delegating tasks, and prioritising day-to-day activities to meet goals effectively.
9. To manage the team through regular 1-1’s, team meetings and annual appraisals.
10. To support the Head of Brands where necessary with event management and be willing to attend events as a representative of the organisation.
11. To provide support on a range of general marketing activities within the team.
12. To work effectively and collaboratively with other teams across the Group,

The above duties are not exclusive or exhaustive and the post holder may be required to carry out other appropriate duties as may be determined by the Head of Brands, or the Director of External Affairs.

The post holder will be expected to adopt a flexible approach to ensure the efficient and effective operation of the Group.

## OTHER DUTIES

1. To ensure awareness of and compliance with all health and safety requirements taking reasonable care of the health and safety of yourself and other persons in accordance with the provision of Health and Safety legislation.
2. To exercise proper care in operating, handling, and safeguarding any equipment and appliances provided and issued by Skills and Education Group for individual or collective use in the performance of duties.
3. To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures, and methods.
4. To participate in the Group’s appraisal process and to undertake appropriate training and development to ensure up-to-date knowledge and practices are applied and maintained for the efficient and effective performance of the post and to support the Group’s strategic objectives
5. To uphold and promote the Group’s Equal Opportunities and Diversity policies and practices
6. To present an appropriate professional image on official company business.

## TERMS AND CONDITIONS

This post is subject to the terms and conditions determined by the Skills and Education Group.