

JOB DESCRIPTION

Job Title	Communications and Marketing Manager
Responsible to	CEO
Responsible for	N/A
Location	Flexibility re remote-working / hybrid (Office location – Kings Cross, London)
Role	P/T 3 days a week (£36,000 pro rata)

Purpose

Responsible for providing effective communication and marketing to the organisation by maintaining and growing its membership and keeping its profile high within the education sector.

Principle responsibilities

- Shape and deliver an agreed communication and marketing strategy to promote Learning on Screen’s key services and products ensuring all activity relates to our organisational strategy.
- Contribute to meeting and/or exceeding our annual targets, set in conjunction with the CEO.
- Oversee key messages and assets that serve as the foundation of our branding and marketing efforts and ensure that they are reflected in all written and spoken communications.
- Develop, manage and deliver campaigns, that increase membership and raise our profile with varying audiences.
- Create and manage highly effective communications with members to aid retention and drive engagement.

Main tasks

- Co-edit and promote termly digital membership magazine, ViewFinder.
- Develop and maintain all social media channels and website.
- Manage SEO by ensuring content is relevant and up to date.
- Write and distribute monthly membership e-newsletters and bulletins via Mail Chimp and other relevant lists.
- Undertake copywriting, image collation and proofing for print and online resources.
- Assisted by the Business Support Manager, manage Learning on Screen’s CRM database to ensure it is kept up-to-date and that data is collected and handled in accordance with GDPR.
- Work effectively with creative agencies, (as required) to support the delivery of marketing campaigns.
- Identify and implement the marketing channels i.e., advertising, social media, newsletter, editorials, direct marketing, printed materials etc.
- Monitor, analyse and report on the performance of digital channels/activities using tools like Google Analytics and Sprout Social.
- Work with relevant teams to promote and publicise our services, collections, playlists, teaching resources across relevant audiences.
- Work closely with Content Creation Manager to produce high quality original video content and images.
- Work closely with the Training and Events Manager to oversee relevant communication regarding awards, events and training.
- Work with the CEO and Chief Finance Officer in effective management of budgets.
- Regularly report on progress, through identified KPIs and organisational targets

Person Specification

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You will be expected to demonstrate the following:

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Demonstrable experience in marketing communications tools and techniques to increase the visibility, profile, and reputation of an organisation. • Demonstrable experience in developing and managing successful campaigns with diverse communication methods. • Proven track record in social media management. • Experience of working on online publications and e-newsletters. • Ability to action website content updates. 	<ul style="list-style-type: none"> • Experience of the charity sector • Experience of membership organisations • Experience on communicating with students and academics from the HE/FE sector. • Experience in working in collaboration with external agencies to execute campaigns.
Skills	<ul style="list-style-type: none"> • Strong writer, with creative, persuasive, and concise style that adapts given the format. • Able to work on own initiative, prioritise work and collaborate within a wider team. • Strong interpersonal and communication skills • Ability to excel in a fast-paced environment with a 'can-do' attitude. • Creative thinker that turns ideas into actions and delivers results. • IT literate and able to navigate all office systems especially CRM database and Microsoft Office. • Highly effective database user skills. • Attention to detail, accuracy, and clear presentation. 	<ul style="list-style-type: none"> • Awareness of GDPR implications and requirements. • Understanding of the value of digital technologies in education. • Awareness and sensitivity to the political and cultural environment within the sector. • Awareness of HE and FE policies and practices
Qualifications	<ul style="list-style-type: none"> • Commitment to own continued professional development 	<ul style="list-style-type: none"> • Professional marketing qualification.

Please note.

This is a description of the job as it is presently constituted. It is now Learning on Screen's practice to periodically review job descriptions and to update them from time to time. This process will be conducted in consultation with you. It is the aim of Learning on Screen to reach agreement on any changes but if agreement cannot be reached, it reserves the right to insist on such changes, after consultation with you.