

## Vacancy Information Pack

### Communications Executive (External Marketing), Communications Department

#### Purpose of the role

To be responsible for a range of marketing activities.

## Key Accountabilities

### Marketing:

- Develop and implement marketing campaigns and initiatives aimed at raising awareness of Motability and the Motability Scheme, specifically to Health Care Professionals (HCPs) in line with FCA and Data Protection regulations. This will include direct mail, advertising, social media and digital channels as appropriate. This will also include preparing materials for HCP events and talks outside the exhibition programme.
- Oversee the design, content, production and delivery to target dates of various printed materials, including the Annual Report and Accounts, in conjunction with key stakeholders before submitting to the Marketing Manager and Head of Communications for sign off.
- Write up case study content to be used in raising awareness campaigns.
- Evaluate and report the effectiveness of campaigns to the Marketing Manager on a monthly basis.

- Arrange for the timely distribution of literature requests received from adhoc mailings and the Motability charity website, updating our internal database as required.
- Ensure Brand Guidelines are followed, which includes 'tone of voice' and accessibility for all literature and materials produced, including requests for the Motability logo to be used by third parties.
- Maintain the Marketing budget records and raise purchase orders as required.

### Exhibitions:

- Manage Motability's national exhibition programme taking responsibility for the relevant budget.
- Arrange for packs to be collated and sent to any appropriate events Motability are attending as an exhibitor.
- Attend and act as Stand Manager, taking responsibility for any situation requiring an immediate decision.
- Assist with organising talks and seminars at appropriate exhibitions
- Arrange for all resources required for

the exhibition stand, including organising the courier to and from the venue. Organise travel arrangements for Motability stand volunteers.

- Set up and dismantle the Motability stand.
- Evaluate and report on visitor statistics, queries raised and staff feedback.

### Internal Communications:

- As necessary, update, draft, add and approve content on Pulse, liaising with stakeholders as necessary and referring new content to the Marketing Manager for sign-off. As necessary, take part in UAT for technical development of Pulse.

### Website:

- As necessary, update, draft, add and approve content, including videos on the Motability charity website, liaising with stakeholders as necessary and referring new content to the Marketing Manager for sign-off.
- Prepare monthly web statistics report and distribute to key stakeholders.

- As necessary, monitor weekly SEO report, make recommendations to Marketing Manager and implement agreed changes to improve website SEO.
- As necessary, take part in UAT for technical development of the website.

**Other:**

- Co-ordinate editorial/entries into relevant directories and publications, as required.
- Maintain business continuity documents, including emergency contact lists, reviewing as needed.
- Provide general help, advice and assistance, both internally and externally, on any Marketing issues, as required.

**Experience and Track Record**

**Essential**

- Educated to A Level standard or equivalent.
- Previous experience within a marketing environment.

**Desirable**

- Degree or professional Marketing/PR

- qualification.
- Previous experience in Event management.

**Capabilities Profile – technical skills/knowledge**

**Essential**

- Working knowledge of the Microsoft Office Suite.
- Intranet administration.
- Clean driving licence.

**Desirable**

- Knowledge of editorial and processes and procedures.
- Knowledge of publication processes.
- Awareness of disability issues.

**Capabilities Profile – Leadership, Management or Personal Skills/Knowledge**

**Essential**

- Proven written skills, including accurate use of language and grammar.
- Strong verbal communication skills.
- Proof reading skills.

- Ability to organise workload and assess priorities.

**Reporting line, structure, key working relationships**

**Reports to:**

Marketing Managers

**Direct reports:**

None

**Key interfaces:**

- Communications department staff
- Governors and Directors
- Motability staff
- Motability Operations staff
- Publishers and printers
- Scheme partners  
Motability Scheme customers

**Resources, scale and scope of role, location and any travel factors**

The job holder must take reasonable care of their own health and safety and that of others who may be affected by their actions, and must comply with all safety instructions or procedures. All equipment is to be used in a safe

manner

The jobholder is responsible for assisting with a broad range of Marketing activities. They will therefore need to develop a detailed knowledge of the Motability Scheme and general disability issues.

The job holder is responsible for ensuring all materials produced are written in an appropriate and consistent style (Plain English), adhere to corporate identity guidelines and are within agreed budget.

Although based in Harlow, the job holder will be required to travel around the UK from time to time to attend various exhibitions, events and presentations. This will involve occasionally overnight stays and working outside of normal office hours (including weekends).

The jobholder will determine his/her own work priorities on a day-to-day basis, referring matters to the Marketing Manager, as necessary.