

## Job Description

# Marketing Manager, External Communications

### Purpose of the role

- To manage, develop and implement a wide range of external awareness raising initiatives and communications.
- Develop strategies and campaigns including materials for raising awareness of our impact on the lives of our beneficiaries to a broad range of audiences.

### Key Accountabilities

#### External Marketing:

- Manage the development and implementation of marketing campaigns and initiatives across all appropriate channels, to build awareness and understanding of Motability as a Charity.
- Oversee the design, content planning, production and delivery to target dates of all marketing materials in conjunction with key stakeholders before submitting to the Head of Communications for sign-off. This will include the Annual Report and Accounts, Impact Reporting and re-purposing of available content in the most appropriate channel in a time sensitive manner.
- Ensure Brand Guidelines are followed, which includes 'tone of voice' and accessibility for all literature and materials produced and including the Motability website.
- Manage the reporting and evaluation of individual campaigns to the Head of Communications on a regular basis with recommendations for future activity.
- Manage and scope market research on a regular basis, both with external suppliers and in-house to ensure our messaging and approach is aligned with stakeholder expectation.
- Oversee the Charity website, [motability.org.uk](https://www.motability.org.uk) for future development to meet organisational needs and to ensure it remains relevant and accessible for all user-journeys as we broaden our remit outside of the Motability Scheme.

#### People Management:

- Inspire, lead, develop and motivate direct reports, to meet both organisational and personal objectives by regular coaching and mentoring, collectively and in 1-1s, and through continuous support and promotion of wellbeing initiatives.
- Develop the external communications team in line with business objectives by identifying individual training and personal development needs.
- Participate in the recruitment of high quality people to the team.

## Experience and Track Record

### Essential:

- Educated to degree level
- CIM or similar professional qualification

### Desirable:

- Ability to project manage campaigns, exhibitions and events.
- Ability to manage staff.

## Capabilities Profile – technical skills/knowledge

- Proven excellent written skills, including the accurate use of language and grammar.
- A detailed understanding of current design and print production techniques.
- Experience in proof reading.
- An understanding of digital communication mediums.
- Advanced level knowledge of the Microsoft Office Suite.
- Clean driving licence.

## Reporting line, structure, key working relationships

### Reports to:

Head of Communications

### Direct reports:

2 x External Communications Executives

### Key interfaces:

- Communications Team
- Motability Staff including Directors
- Governors
- Motability Operations staff
- Printers/designers/digital developers
- Motability Beneficiaries

## Resources, scale and scope of role, location and any travel factors:

- The jobholder is responsible for managing a wide range of internal campaigns, and publications.
- The jobholder will determine his/her own work priorities on a day-to-day basis to ensure competing deadlines are met.



- As each individual project is different, the jobholder will have to regularly deal with problems/queries, research the response and make the appropriate decision, referring only more complex issues to the Head of Communications.
- The job holder is required to determine and source the most appropriate media channel for each initiative.
- The job holder is responsible for ensuring all materials produced are written in an appropriate, accessible and consistent style (Plain English), adhere to brand 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).

