



## ROLE PROFILE

**Department** Corporate Affairs

**Job Title** Marketing and Communications Delivery Manager

**Job Purpose** The purpose of Marketing and Communications team is to deliver a first class integrated communications platform to staff, customers and stakeholders using the full mix of channels and to ensure that Midland Heart is has a strong, clear and consistent brand.

The Marketing and Communications Delivery Manager will have responsibility for ensuring the delivery of a highly effective communications and marketing function.

**Responsible to** Strategic Marketing and Communications Manager

**Responsible for:** Marketing and Communications Specialist (x2)

The Marketing and Communications Delivery Manager will have the following responsibilities:

Working closely with the Strategic Marketing and Communications Manager to plan and deliver corporate campaigns and initiatives, to deliver timely, targeted and creative internal communications which achieves its goals through positive staff engagement.

Creating and managing multi-disciplinary communication projects, managing workflow and budgets to ensure work is delivered on deadline, within budget and commissioning external support when required.

Working with senior staff and external suppliers, be responsible for crafting and developing creative and innovate campaigns which meet project objectives.

Provide professional guidance to teams, develop our internal and external communications channels to ensure colleagues are empowered and enabled to self manage operational updates and communicate their business priorities.

Managing and co-ordinating the operational work of the Specialists, ensuring activity is prioritised balancing the requirements of the business and the full communications mix is utilised to deliver the strategy.

Have operational responsibility for managing and on-going development of key channels used to deliver effective and engaging communications and marketing, including website, intranet and social media.

Recognise our employee's communication needs and use this insight to create engaging communications to ensure consistent messages are cascaded appropriately and aligned to business priorities.

Ensure quality standards are met across communications in terms of consistency, presentation and copy.

Work closely with the Video and Photo Editor to ensure projects are aligned and support the drive for digital channel shift.

Support teams to provide excellent event management at key conferences, briefings and leadership meetings.

Effective contract management of various suppliers and frameworks e.g. design, print, website and intranet.

Ensure there is robust project management, and improve communication processes through formal and informal measurement which evaluates their effectiveness in order to implement improvements.

Ensuring there is effective cross working and collaboration across the organisation by developing strong relationships with other teams in order to support them in defining their communication requirements.

Take responsibility for sourcing best practise externally and keep up to date with the latest trends and developments in Marketing and Communications.

Manage and lead team members, developing and inspiring high performing communication professionals.

## Person Specification

	Application	Interview	Presentatio n
<b>Education, qualifications and training</b>			
Evidence of professional development related to Communications & Marketing e.g. degree or professional development in post.	X		
Evidence of leadership/manager development (desirable).	X		
<b>Experience</b>			
Experience of managing a communication and marketing team, including internal communications, external communications, digital communications and marketing for a large and complex organisation.	X	X	X
Experience of advising and influencing senior internal and external stakeholders.	X	X	
Experience of using a range of communications and marketing techniques to deliver projects.	X	X	X
Strong experience of managing resources and prioritising multiple communications and marketing projects.	X	X	
Strong track record of budget management and managing of external suppliers.	X	X	
Experience of successfully managing and developing people.			
<b>Knowledge</b>			
Professional knowledge of communications & marketing theory/techniques.	X	X	X
Strong understanding of the latest trends and thinking in communications and marketing.	X	X	
Knowledge of KPIs, evaluation and performance metrics for communications and marketing.	X	X	
<b>Skills</b>			
Excellent managerial skills to build and manage a high performing team.	X	X	
High levels of attention to detail.	X	X	X
Committed to the continuous development of staff and self, and high level of self awareness.	X	X	
High level of skill in relationship building and able to operate in an environment of complex relationships.	X	X	
High level of influencing and interpersonal skills who can negotiate effectively.	X	X	
Creative flair and imagination.	X		X
Ability to deal with sensitive issues with discretion and confidentiality.	X		
Ability to handle and thrive in a fast paced environment managing and prioritising numerous priorities.	X		

Evidence of ability to travel throughout area of operation.	X		
<b>Behaviours</b>			
Strong personal commitment to working collaboratively and ability to build effective relationships with people of all capabilities and attitudes.	X	X	
Be comfortable with our organisations values and be happy to demonstrate these values in action in your work.	X	X	
Be comfortable in adapting to situations and able to work well against a background of change and uncertainty.	X	X	
A commitment to flexibility in delivery and style to meet business needs and pressures.	X	X	X
An ability to communicate with staff and teams at all levels across the Group. Good oral, verbal and interpersonal skills in order to engage and influence.	X	X	X
High standards of professional probity.		X	
Understanding of and commitment to the principles of equality and diversity.	X	X	