

ROLE PROFILE

Department: Corporate Affairs

Job Title: Marketing and Communications Specialist

Job Purpose: The purpose of the 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 Specialist will have responsibility for delivering both internal and external campaigns, projects and day to day activity across the full spectrum of marcomms.

Responsible to: Marketing and Communications Delivery Manager

Responsible for: None

The Marketing and Communications Specialist will have the following responsibilities:

Working closely with the Delivery Manager, manage the key corporate communication channels including website, intranet, e-newsletter and social media ensuring these platforms are updated regularly with quality, motivating and informative communication, so they continue to be reliable and accurate sources of information.

Provide advice and specialist knowledge to lead and support services in their communication activities. This includes identifying opportunities for continuous improvement in key business areas or across the group, particularly in relation to internal communications, digital self-serve and channel shift.

Manage and deliver effective projects, campaigns and communication plans in line with the Marketing and Communication plan, our values and business objectives.

Monitor and evaluate key analytics (e.g. google analytics) to ensure the effectiveness of content and make recommendations for future initiatives.

Ensure quality standards are met across communications in terms of presentation and copy, tailored to the channel and audience.

Creating and publishing high quality, compelling content including blogs, news articles, employee news, marketing, customer magazines, corporate literature, conference collateral and social media output.

Planning, researching and writing excellent copy to inform and engage our staff and external audiences. Excellent attention to detail and experience of proof reading, achieving clearance and sign off from the relevant people to ensure quality standards.

Ability to liaise with all stakeholders to anticipate and understand the needs of a diverse staff and customer base, and translate these goals into effective communications plans to increase engagement.

Safeguard the brand identity, corporate messages and values by ensuring the appropriate look and feel to visual materials and language including logo, strap line and checking for quality and consistency. This also extends to third party suppliers.

Work with external suppliers as required to meet project objectives. Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required.

Support the proactive management of contracts with external suppliers in line with contract management framework.

Take responsibility for budgets allocated to your projects, obtaining value for money quotes, monitoring spend and maintaining within budget.

Undertake targeted marketing activity of Midland Heart services using a range of channels.

Work closely with other teams in the directorate.

Keep up to date with all communications, marketing and digital trends to ensure professional development and Midland Heart is making use of best practice. Also ensure engage and be comfortable with housing and care issues.

Person Specification

	Application	Interview	Presentation
Education, qualifications and training			
Evidence of professional development related to Marketing and Communications e.g. degree or professional development in post .	X		
Experience			
Experience of delivering and managing highly effective communications and marketing projects for a large and complex organisation.	X	X	X
Experience of advising senior internal and external stakeholders.	X	X	
Experience of using a range of communications and marketing techniques to deliver projects.	X		
Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives.	X	X	X
Experience of managing prioritising multiple communications and marketing projects , including managing budgets and external suppliers.	X	X	
Knowledge			
Understanding of marketing and communications techniques.	X	X	X
Knowledge of current marketing trends.	X	X	
Understanding of various digital channels.	X	X	
Skills			
High level of verbal and written communication skills.	X	X	X
High level of influencing and interpersonal skills.	X	X	
Creative flair and imagination.	X		X
Ability to deal with sensitive issues with discretion and confidentiality.	X		
Ability to work under pressure and prioritise work effectively.	X		
Evidence of ability to travel throughout area of operation.	X		
Behaviours			
Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.	X	X	
Be comfortable with our organisations values and be happy to demonstrate these values in action in your work: imagination, customer first, empowerment, inclusive, ambition.	X		

Have an understanding of and commitment to the principles of equality and diversity.	X		
A commitment to flexible working patterns and style to meet business needs and pressures.	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	
Understanding of and commitment to the principles of equality and diversity.	X	X	