

Role Profile

Role Title:	Marketing and Communications Specialist
Department:	Corporate Affairs
Role Purpose:	<p>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.</p> <p>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.</p>
Reporting to:	Marketing and Communications Delivery Manager
Responsible for:	n/a
Disclosure level:	n/a
Role Level:	Frontline Worker

Key Role Responsibilities	<p>Work 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.</p> <p>Provide advice and specialist knowledge to lead and support customer facing services in their communication activities. This includes identifying opportunities for continuous improvement in key business areas, particularly in relation to internal communications, digital self-serve and channel shift.</p> <p>Plan, manage and deliver effective projects and campaigns in line with business objectives and values of the organisation.</p> <p>Monitor and evaluate valuate key analytics (e.g. google analytics) to ensure the effectiveness of online content and make recommendations for future initiatives.</p> <p>Ensure quality standards are met across communications in terms of presentation and copy, tailored to the channel and audience.</p>
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Plan and deliver events for both staff and customers, such as awards ceremonies.

Create and publish high quality, compelling content including blogs, news articles, employee news, marketing, customer e-shots,, corporate literature, conference collateral and social media output.

Research and write excellent copy to inform and engage our staff and external audiences both on and offline including 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.

Supporting with marketing plans for new build developments

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.

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.

<p>Education, Qualifications and Training</p>	<p>Evidence of professional development related to Marketing and Communications e.g. degree or accredited professional qualification e.g CIM certificate.</p>
<p>Knowledge and Experience</p>	<p>Experience of delivering and managing effective communications and marketing projects for a large and complex organization.</p> <p>Experience of advising senior internal and external stakeholders.</p> <p>Experience of using a range of communications and marketing techniques to deliver projects.</p> <p>Experience of web development and content planning using CMS systems to improve customer experience.</p> <p>Experience of managing prioritising multiple communications and marketing projects , including managing budgets and external suppliers Knowledge.</p> <p>Understanding of marketing and communications techniques.</p> <p>Keeping up to date with digital trends.</p> <p>Knowledge of how to engage with hard to reach audiences</p>
<p>Role Specific Skills & Behaviours</p>	<p>High level of verbal and written communication skills.</p> <p>High level of influencing and interpersonal skills.</p> <p>Creative flair and imagination.</p> <p>Ability to deal with sensitive issues with discretion and confidentiality.</p> <p>Ability to plan projects and prioritise workload effectively.</p> <p>Evidence of ability to travel throughout area of operation.</p> <p>Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.</p> <p>Be comfortable with our organisations values and be happy to demonstrate these values in action in your work</p> <p>A commitment to flexible working patterns and style to meet business needs and pressures.</p>

	<p>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.</p>
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	<p>Understanding of and commitment to the principles of equality and diversity.</p>
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