

Senior Marcomms Manager – August 2018

Role: Marketing and Communications Senior Manager

Band: E

Team: Levy Payer Communications

Reports to: Head of Marketing and Communications

Location: Stoneleigh

Band Descriptor: Senior experts or leaders, roles with experience to lead resources, lead the formulation and implementation of project and policy and in some areas, people. With or without budgetary responsibility and line management responsibility

Contribution to Corporate Business Plan: Leading and Contributing

Role Purpose: To be responsible for the effective, efficient execution of the AHDB Communications Strategy in support of delivering the Sector and AHDB corporate plan

Key Responsibilities (please note this is not a list of each and every activity associated with these responsibilities):

- Provide visible high profile leadership to sector marcomms team
- Develop and deliver a designated sector communications plan with relevant Sector Strategy Director including establishing a campaign approach, KPI performance, evaluation and advising on budget allocation.
- Deliver a 'digital first' approach to communications with teams and colleagues
- Act as the senior sector liaison point for sector board and other functional teams.
- Monitoring of specific budgets
- Evaluate the effectiveness of the sector communications plan and recommend actions to enhance effectiveness where appropriate.
- To drive creativity and change in our communications to achieve a step change in customer satisfaction and build the reputation of AHDB and our programmes of work.
- Manage relationships with in-house production, PR and media, events and digital teams, wider communication team suppliers and agencies
- Establish and maintain contact with the industry through participation in meetings/events/open days as required.
- Support the senior manager/management team in promoting a positive and collaborative culture within the marcomms team that is focused on delivering excellent value for money and the AHDB corporate vision.
- Provide technical, tactical and strategic leadership for designated areas/audiences/topics.
- Contribute to the development of the Sector/AHDB business plan
- Liaise with wide range of internal and external stakeholders including sector opinion formers
- Line management/mentoring responsibility
- To work across the team to ensure consistent, high quality outputs and AHDB brand integrity
- To drive effective uptake of our products and services to benefit people running farm and supply chain businesses, based on clear targeting of our audiences and being clear on the value and benefits of our work and what we are communicating. To follow through to evidence to evaluate change.

Job Specific Activity (not a definitive list):

- In conjunction with relevant Sector Strategy Director and other Functional Directors develop a sector –specific annual communications plan and agree KPIs. Review plan and performance with SSD on an appropriate basis.
- Will be required to take the lead for the LPC function on levy payer facing communication of designated cross sector campaigns – eg Farmbench, RB209, education, skills etc
- Produce relevant papers for designated sector board, and present to sector board on communications activity

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- Act as the main contact point for MI function to ensure it is embedded in sector-specific communications
- Agree with LPC budget holders how sector funds are spent, and agree significant spend variations as necessary with Sector Strategy Directors
- Input at a strategic level into the annual AHDB stakeholder communications survey
- Act as a lead on working groups
- Ensure sector / AHDB brand integrity is maintained across all outputs
- Drafting of, and overseeing approval of, content deemed to be politically sensitive
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Delegated Authority:

- Budgetary responsibility in line with AHDB Standing Instructions.
- Commission communications campaigns and projects

Person Specification – Knowledge/Skills/Experience:

- Fully knowledgeable/qualified in communications sector, including significant practical experience
- May have higher level professional qualification in communications e.g CIPR, CIM, PRCA
- Proven commitment to CPD
- Excellent writing and influencing skills
- Experience of writing for digital platforms (websites and social channels)
- Experience of campaign management (either communications or marketing) and evaluation
- Evidence of budget management
- Excellent project management
- Understanding of KPI setting and monitoring
- Understanding of agricultural issues and stakeholder dynamics

Version	Date	Author	Description
1.0	May 2016	C Watts	Original
2.0	August 2018	J Davies	Amended to reflect the skills in the comms strategy.