

Marcomms Executive – December 2019

Role: Marcomms Executive

Band: C

Team: Levy Payer Communications

Reports to: Senior Manager Marketing and Communications

Band Descriptor: Specialist team members with experience of specific fields, amending and constructing processes to particular criteria. These roles will be technically knowledgeable in a defined field. May have some supervisory/team leader responsibilities.

Contribution to Corporate Business Plan: Collaborating and providing technical knowledge

Role Purpose: To support the effective delivery of elements of the Sector/AHDB communication business plan.

Key Responsibilities:

- Support the delivery of defined marcomms projects and campaigns within the sector/AHDB communications plan
- Support the concept of 'digital first' approach to communications with teams and colleagues
- Deliver and evaluate operational KPIs and work streams as directed by senior colleagues
- Facilitate relationship with in house production and digital teams, suppliers and agencies
- Establish and maintain contact with the industry through participation in meetings/events/open days as required
- Actively participates in actions which foster a collaborative culture within the team and delivers the AHDB corporate vision
- Maintain relationships with internal and external communication stakeholders and industry
- Provide technical support for designated areas/audiences/topics.
- Monitor budgetary expenditure for specific projects
- To work across the team to ensure consistent, high quality outputs and AHDB brand integrity
- Identifying opportunities to deliver better value for money and to improve processes

Job Specific Activity (not an definitive list):

- Generate technical and / or corporate content for delivery across sector media, events, newsletter and digital channels
- Input into the development of campaign plans (either single sector or cross sector)
- Storyboard and film video of specific campaigns or events
- In association with media and PR team draft content for press releases and articles as appropriate
- In conjunction with the digital team generate sector social media collateral– eg images and tweets
- Assist in the delivery of a range of campaigns, projects and initiatives
- Contribute to reviews of specific communication activities

Delegated Authority:

- No budgetary responsibility, may monitor budget for specific areas

Person Specification – Knowledge/Skills/Experience:

- Campaign management (either communications or marketing)
- Writing and increasing engagement on digital platforms (web and social)
- Strong writing and planning skills
- Effective influencing skills

- Strong team player and natural collaborator
- Excellent writing and planning skills with the ability to understand complex or technical issues and translate them into simple, compelling and engaging accurate copy
- Strong editorial judgement to get to the nub of the story
- Knowledgeable in professional area, including reasonable level of practical experience
- Agricultural background and experience desirable but not essential
- May have relevant entry level professional qualification in communications e.g CIPR, CIM, PRCA

	Area of Expertise	Level Required
1	Influencing & Negotiating	2
2	Planning & Organising	2
3	Project Management	2
4	Written Communications	2
5	Media Literacy	2
6	Marketing Planning & Campaign Implementation	2

	Behaviour	Level Required
1	Customer Mind-Set	2
2	Performance Driven	3
3	Respecting Others	3
4	Working in a Matrix	3

Version	Date	Author	Description
1.0	May 2016	A Farrell	Original
2.0	June 2017	HR	Amended AOE
3.0	December 2018	A Farrell	Amended to reflect skills needed in comms strategy