

Marcomms Manager – January 2019

Role: Marcomms Manager

Band: D

Team: Levy Payer Communications

Reports to: Marketing and Communications Senior Manager

Band Descriptor: Senior specialist roles that are qualified in their field/s of expertise or qualified by evidenced experience. These roles will be able to contribute and input into new policies/ approaches or design its content. They will be expected to resolve issues and provide solutions. These roles require supervisory/team leader responsibilities.

Contribution to Corporate Business Plan: Contributing and developing

Role Purpose: To be responsible for the effective execution of elements of the Sector/AHDB comms business plan

Key Responsibilities:

- Support the delivery of defined content generation areas of corporate / sector communications campaigns
- Develop and deliver operational campaigns with clear evaluation and KPIs to fulfil identified Sector/AHDB communication objectives
- Develop and champion the roll out the concept of 'digital first' approach to communications with teams and colleagues
- Contribute to reviews of specific activities and recommend actions to enhance effectiveness where appropriate.
- Manage relationships with in house production, events and digital teams, suppliers/agencies
- Establish and maintain contact with the industry through participation in meetings/events/open days as required.
- Contributes to actions that foster a collaborative culture within the team and the AHDB corporate vision.
- Develop and maintain relationships with internal and external communication stakeholders and sector opinion formers
- Provide technical and tactical leadership for designated areas/audiences/topics.
- May have line management/mentoring responsibility
- To work across the team to ensure consistent, high quality outputs and AHDB brand integrity

Job Specific Activity (not an definitive list):

- Commission and manage a range of campaigns, projects and initiatives – either sector specific or cross sector
- Contribute to, and develop an annual 'communications delivery grid' for a sector or campaign
- Contribute to the setting of appropriate performance KPIs for work streams
- Monitor relevant outputs to ensure AHDB brand integrity
- Generate engaging written content for delivery across sector digital, events, media and publications channels
- May lead internal project working groups

Delegated Authority:

- May have budget responsibility in line with AHDB Standing Instructions
- May manage projects or campaigns within agreed budgets

Person Specification – Knowledge/Skills/Experience:

- Experience of campaign management (either communications or marketing)
- Understanding of setting KPIs and evaluation criteria
- Experience of writing for and increasing engagement and growth on digital platforms (websites and social channels)

- Strong team player and natural collaborator
- High level influencing and negotiation
- Excellent writing and planning skills with the ability to understand complex or technical issues and translate them into simple, compelling and engaging accurate copy
- Has strong editorial judgement to get to the nub of the story
- Knowledgeable/qualified in communications sector, including evidence of practical experience
- May have relevant professional qualification in communications e.g CIPR, CIM, PRCA
- Strong IT skills

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

	Behaviour	Level Required
1	Customer Mind-Set	3
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	August 2018	A Farrell	Amended to reflect skills needed in comms strategy
4.0	January 2019	A Farrell / J Davies	Amended