Job Description

# Job Title Marketing Manager (Knowledge Village)

**Location** Henshaws Manchester

**Salary** £13.89 hour/£25,279.80 per Annum

**Band** F

**Hours per Week** 35

**Contract Duration** Permanent

**Annual Leave** 25 days plus bank holidays (pro-rata for part time / term time roles)

**Reports to** Director of Marketing

**Job Summary**

To lead, implement, monitor and evaluate marketing strategies and plans for Henshaws Knowledge Village (offline & digital) and second line support to marketing digital fundraising

To strengthen the Henshaws brand and increase awareness with key stakeholders

To manage communications with stakeholders to build stronger, more beneficial relationships.

To be the line manager of part time Marketing staff (1-3)

**Key responsibilities**

1. To increase awareness of Henshaws and ensure consistent branding of the organisation.
2. To produce and deliver a marketing plan to ensure the effective development and management of Henshaws Knowledge Village (digital), through communications with, and disabled individuals and their caring network and promotional activity both on and offline.
3. To produce and deliver a marketing plan for Henshaws Knowledge Village (traditional services) to ensure the effective recruitment and support of service users.
4. To manage the marketing budgets for Knowledge Village.
5. To provide marketing advice and support to operational staff, developing communications for their services to the different audiences and stakeholders.
6. To understand the operational and funding needs of the organisation, in order to develop relevant and effective marketing and communications strategies.
7. To ensure the most cost effective methods of production through appropriate design and supplier selection and effective negotiation.
8. To maintain effective communications with all departments and personnel across Henshaws, adopting and sharing good practices for marketing.
9. To research and share Henshaws success stories in the form of student and service user case studies.
10. To be responsible for the management of media relations for Knowledge Village services by working with a PR consultant, the press, the public and Henshaws staff/ service users. To act in conjunction with Director of Marketing as first point of contact for any PR crisis in Manchester.
11. To ensure consistency of Henshaws brand across all promotional literature by liaising with relevant personnel and overseeing the design and production of all printed materials.
12. To manage and update the Knowledge Village services pages of the Henshaws website and to manage these pages, its content and delivery against set goals, reporting on impact through Google Analytics reports, the monthly reach report and the social media reports.
13. To work with the wider marketing team to research and post content on our social media channels that is both interesting and useful to our audiences, highlighting our expertise and impact.
14. To also contribute to the Henshaws blog with stories from Manchester and VI services.
15. To ensure the organisation’s policies and procedures are implemented and adhered to at all time.

***General***

* Attend all Henshaws mandatory and compulsory training sessions, taking responsibility to ensure training is up to date at all times.
* Take responsibility for your own personal and professional development, including CPD where appropriate.
* Facilitate training and knowledge sharing across Henshaws Society, and other providers where appropriate.
* Adhere to and support others to uphold Henshaws Values: Inspiring, Proactive, Sharing, Compassionate, Empowering, Informed
* Offer a flexible approach to working hours to meet the needs of the organisation.
* Represent Henshaws in a professional manner at all times, contributing to fundraising, marketing and recruitment activities for Henshaws Society as required.
* The employee may on occasions be called upon to undertake work in other locations in order to ensure obligations to students, service users and third parties are fulfilled.
* Comply with Henshaws Health & Safety requirements and be aware of and adhere to current Henshaws policies and procedures. To provide operational Health, Safety and Wellbeing leadership across all areas of the team and wider organisation. To take action to prevent accidents, injuries and work related illness.  Ensure all accidents/incidents and safeguarding concerns are recorded and managed in line with Henshaws policies and procedures.
* Any other duty as required by the line manager commensurate with the post.

**Person Specification**

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the   
desirable criteria to produce the shortlist.

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| **2ticklogo** | All disabled candidates who meet the minimum essential criteria will be included on the shortlist. |

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|  | **Criteria** | **Essential or Desirable** | **How Identified**  *Application form / Interview / Selection test / copy of certificates.* |
| **Education and Training** | Educated to degree level or equivalent | **D** | Application form Copy of certificate |
| **Skills and Knowledge** | Strong communication skills both written and verbal, with the ability to summarise complex issues | **E** | Application form Interview |
| Experience of developing and implementing creative and innovative marketing and communication strategies and applying appropriate monitoring and evaluation measures | E | Application form Interview |
| Excellent digital marketing and social media skills and experience | E |  |
| A sound strategic thinker with excellent planning and organizational skills | **D** | Application form Interview |
| Strong creative and copywriting skills with the experience of tailoring communications to fit a wide variety of audiences | **E** | Application form Interview |
| Strong financial and budgeting skills. | **D** | Application form Interview |
| Excellent interpersonal skills with the ability to persuade and influence | **D** | Application form Interview |
| Excellent IT skills | **D** | Application form Interview |
| Experience of line managing team members | **D** | Application form Interview |
| Experience or understanding of working in the charitable sector | D | Application form Interview |
| Experience of website design/management | **D** | Application form Interview |
| Experience of managing the relationship with an external PR agency | **D** | Application form Interview |
| **Special  Requirements** | Access to a vehicle for business purposes | D | Application form |
| Ensures inclusive practice and promotes diversity | E | Application form |
| Acts with professionalism and integrity and in accordance with Henshaws values (proactive, inspiring, compassionate, informed, empowering and sharing) | E | Application form Interview |

**Henshaws will make every endeavor to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability**

**Henshaws is committed to safeguarding vulnerable adults and children. The post holder may be required to complete an enhanced CRB disclosure check including barring lists for Adult and/or child barring services.**

**Henshaws is committed positively welcomes applications from all sections of the community**