

## **Marketing PR & Social Media Manager: Job Description**

Salary: Starting salary £28,000

Reporting To: Chief Executive

Location: Flexible

### **Main Purpose of Job**

Management of the marketing of the ATCM, its public relations strategy and the delivery of social media campaigns ensuring organisational values, ambitions and goals are achieved. This is a central role responsible for developing and implementing a marketing strategy and related communications including use of social media to support campaigns.

### **Marketing**

- To create a 'corporate' marketing strategy and implementation plan, working with Programme Managers to identify future opportunities for brand enhancement
- To deliver marketing campaigns for all business areas in partnership with Programme Managers and ensure relevant coordination across the ATCM family in line with Corporate Plan.
- Management of the marketing budget including seeking opportunities for increased external support
- To work with colleagues to develop marketing collateral, including for recruitment and tendering opportunities and brand(s) awareness.
- To take responsibility for external PR & Marketing events and maximising opportunities for communications activity
- To monitor member and partner satisfaction through market research and feedback and identify actions and campaigns to enhance wherever possible
- To act as the custodian for the Corporate Brand(s).
- To represent the ATCM as appropriate

### **PR**

- To identify press opportunities both internally (programmes) and externally (policy & industry/sectoral)
- To keep a diary of press communications activity
- To develop corporate messages and disseminate proactively

### **Social Media**

- To be responsible for all social media activity (Twitter, Facebook, LinkedIn) and managing corporate social media accounts
- To work with Programme Managers and partners to support campaigns and initiatives
- Seek opportunities to improve the use of social media and develop 'followers'



### **Key Success Areas**

- Raised the profile of the ATCM at national and local levels including on social media, supporting the organisation's ambition to become the '*Authoritative Voice*'
- Greater external awareness, understanding and credibility for the professions
- Proactive and co-ordinated press communications
- Co-ordinated programme campaigns and social media activity
- Improved media relations and press coverage (including published articles/blogs)

## **Person Specification**

### Knowledge, skills and experience

- Strong project management and organizational skills
- A good knowledge of marketing techniques and their application including development of campaigns from inception to delivery
- Market research experience relating to product development and route to market activity.
- Excellent communication skills with the ability to interact with a range of audiences from across a number of disciplines
- Ability to utilise social media and web applications to support market activity and corporate image
- Able to establish and maintain effective working relationships with other departments, members and partners
- Ability to exercise judgement, identifying and managing risk and making clear, informed, appropriate, pragmatic and timely decisions within a highly pressurised environment.
- Good written and oral communication skills
- IT literate: Familiar with using word processing, databases, spread sheets, and web applications including email, e-marketing, s-surveys, e-discussion groups, etc.
- Stamina, energy and enthusiasm to handle the demands from across the organisation

### Other

- Hold a valid driving license and passport
- Able to attend events and other off-site functions (estimated overnight travel will be a minimum of '5' nights per annum)