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 are 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 identifying 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)