

### Job Description

Job title	Marketing and Communications Manager
Location	Sheffield
Hours	37.5 hours a week although part time considered
Reports to	Head of Communications and External Affairs
Staff responsible For	Staff management may be a part of this role going forward and is therefore included in the job description.
Date	March 2020
Salary	£27,000-£37,000 pro-rata
Benefits	<ul style="list-style-type: none"> <li>• All employees with contracts of six months or more are invited to be a Member of the Good Things Foundation Staff Owned Mutual. This gives you voting rights for Staff Board Directors and at the AGM (Annual General Meeting)</li> <li>• 30 days holiday per year</li> <li>• 10% Employer contribution to a personal stakeholder pension scheme (when you contribute 5%)</li> <li>• Up to £500 contribution for work related training (or £200 for personal development and £300 for work related training)</li> <li>• Life cover and permanent health insurance</li> <li>• Confidential Employee Assistance helpline</li> </ul>

Job Purpose

We are looking for an experienced and ambitious Marketing and Communications Manager to join Good Things Foundation at an exciting time in the organisation's growth.

You will be collaborative and creative, driven by wanting to make a positive impact on people's lives and society; and passionate about helping us to achieve our vision of a world where everyone benefits from digital technology.

You'll be experienced in a variety of marketing and communications tactics - from developing strategies and plans through to implementation and impact measurement, with a particular focus on behaviour change campaigns. You'll also have experience of working with partners and building relationships as you'll be leading some of our campaign work with a range of our organisations, across the government, private sector and charity sectors.

You will be part of a busy and dynamic marketing and communications team, and will work with passionate and committed colleagues across the organisation

We are looking for someone with an excellent understanding of designing and delivering effective campaigns - to change behaviours as well as raise awareness.

	<p>You will also be a communications expert, providing advice to colleagues across the organisation about strategic marketing and communications approaches, as well as the delivery of specific activities.</p> <p>Alongside the skill and experiences you bring, you'll also be curious about new developments in marketing and communications, and will bring new ideas to the organisation to help us extend our reach.</p>
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### Key Objectives and Accountabilities

#### Marketing and campaigns

- Lead the delivery of marketing and communications activity for some of our major projects, working with comms teams in partner organisations, including large corporate organisations.
- Develop and execute multi-channel marketing and communications plans
- Provide expert advice on the delivery of marketing and communications activity to both internal and external stakeholders
- Work with a range of external agencies, commissioning activity
- Effectively manage campaign plans and budgets
- Create key messages, content, marketing collateral and more as required
- Build strong relationships with external partners and internal colleagues
- Act as a brand ambassador for Good Things Foundation, and ensure our brand is executed effectively.

#### Communications

- Create a range of compelling content to help Good Things Foundation to reach our audiences and effectively tell our story - including press releases,

web copy, social media content and much more

- Provide editing and proofreading support

**Digital**

- Update websites and web content, using CMS systems
- Run digital and social media campaigns.

**Other**

- Set and manage budgets
- Support project planning, resource allocation and commissioning of communications activity, working with the Head of Communications and External Affairs
- Follow developments in marketing and communications in order to develop Good Things' activities
- Undertake general duties for the team, including photography, writing case studies and other duties as required.

**Person Specification**

<p>Experience</p>	<ul style="list-style-type: none"> <li>• At least three years' experience in a marketing and communications role</li> <li>• Experience of developing and implementing marketing and communications plans</li> <li>• Experience of commissioning and working with agencies</li> <li>• Experience of working with stakeholders at a senior level and developing excellent relationships</li> <li>• Experience of delivering complex communications plans</li> <li>• Experience of running social media campaigns</li> </ul>
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	<ul style="list-style-type: none"> <li>• Experience of running behaviour change campaigns</li> </ul>
Knowledge and skills	<ul style="list-style-type: none"> <li>• Ability to lead and deliver multiple projects at one time</li> <li>• Excellent copywriting skills</li> <li>• Confident using web CMS programmes</li> <li>• Ability to effectively work under tight deadlines and manage projects independently</li> <li>• Strong organisational skills, project management and a keen attention to detail</li> <li>• Excellent oral and written communications skills</li> <li>• Ability to devise and control realistic budgets and keep track of income and expenditure</li> </ul>
Good Things Foundation Behaviours	<ul style="list-style-type: none"> <li>• We are collaborative</li> <li>• We are positive</li> <li>• We are creative</li> <li>• We are people focussed</li> <li>• We are curious</li> </ul>
Education and Qualifications	<ul style="list-style-type: none"> <li>• Marketing degree or equivalent which could include demonstrable evidence that you can work at this level (desirable)</li> <li>• A minimum of five GCSEs A* - C or equivalent, including Maths &amp; English</li> </ul>

*Good Things Foundation is a social change organisation with a mission to ensure that everyone benefits from digital. We live the change we are seeking to achieve and encourage applications from diverse*



*backgrounds. We operate a policy of providing equal opportunities in all aspects of work including recruitment, training, and promotion, whatever the colour, race, religion, belief, ethnic or national origin, gender, sexual orientation, marital status, age or disability of an employee, having regard to the individual's aptitudes and abilities and requirements for the job. Good Things Foundation is opposed to all forms of unlawful and unfair discrimination.*