

**Job Title:** Marketing & Communications Manager

**FTE:** 0.4-0.6 FTE

**Key Relationships:**

- Reports to the Managing Director,
- Regular contact & collaboration with the head of each venue including the Operations Manager to communicate venue-specific updates,
- Frequently consults with Head of Partnerships and Program Manager to ensure advocacy messaging communicated clearly,
- Manages Media & Marketing volunteers/interns to complete tasks as required,
- Delegates to and works with external marketing and communications professionals and consultants as required.

**Role purpose:**

To identify and develop strategic opportunities to drive For Change Co.'s marketing activity across the four social enterprises and the overall parent organisation. The Marketing and Communications Manager has the objective of promoting the brand, impact work and hospitality ventures including driving sales and engagement from a range of stakeholders. This will be completed in line with the direction from the executive team and support from the heads of all businesses.

**Key responsibilities include:**

**Implementing Marketing and Communications Strategy (30%):**

- Forming the organisation's communication strategy to fit alongside the organisation-wide strategy,
- Forming clear and timely goals to achieving the points of the strategy,
- Organising for the strategy to be actioned, this may include but is not limited to;
  - Organising and conducting campaigns,
  - The use of social media,
  - The use of Google Ad words,
  - Collateral (flyers, poster) etc. at enterprises,
  - Engagement with media,
  - Engagement and collaboration with partner organisations.
- Working closely with Operations Manager and Program Manager to understand the requirements and possible strategies for each enterprise as well as for For Change Co.'s impact,
- Managing the relationship with our pro bono digital marketing agency, working closely with to develop and implement strategy

**Social media and website management (25%):**

- Manage all of For Change Co. Facebook and Instagram accounts, one for each enterprise and one for For Change Co. overall,
- Plan, develop and create content for social media,
- Engage with other organisations using social media,
- Support enterprise managers to create effective regular content,
- Create and follow a social media strategy,
- Allocate advertising spend to social media pages,
- Manage website and monitor effectiveness.

**Analyse Marketing and Communications Strategy spend and delegation of resources, iterate as required (15%)**

- Utilise Facebook, Instagram and Google analytics to understand the most receptive advertising for For Change Co.'s audience,
- Utilise analytics to track the direct impact of marketing and campaigns on For Change Co.'s revenue and achieving our mission,
- Measure success of campaigns and projects run to demonstrate value add,
- Use analysis collected to pivot the strategy as required, ensuring that For Change Co.'s resources and marketing budget are being spent responsibly and achieving added value.

**Delegating work to and supervising volunteers and contractors (15%):**

- Delegate tasks to Pro Bono agency and work together to develop strategy and optimisation
- Delegate tasks, as appropriate, to team members
- Delegate to volunteers where appropriate and support them in developing the appropriate skills to complete their tasks
- Prepare briefs for and clearly communicate projects to contractors
- Ensure that contractors complete their projects to the timeline and standard required

**Engaging with media, sponsors and partner organisations (15%):**

- Approaching media and gauging opportunities at For Change Co. to be featured in print, radio, television media etc.
- Working with sponsors to develop mutually beneficial marketing campaigns and communications projects,
- Working with partner organisations to develop mutually beneficial marketing campaigns and communication projects.
- Develop media networks and relationships to grow For Change Co. profile through press and media coverage.