



## Job Description and Person Specification: Marketing and Communications Manager

<b>Title:</b>	Marketing and Communications Manager
<b>Location:</b>	London, EC1V 2PT
<b>Report to:</b>	Executive Director
<b>Line manage:</b>	Marketing & Communications Coordinator
<b>Starting salary:</b>	£35,000 per annum plus 7.5% pension benefit
<b>Hours:</b>	35 hours a week
<b>Holidays:</b>	25 days per annum
<b>Contract:</b>	Permanent Full Time

### About Girls Friendly Society

GFS offers weekly group sessions for girls and young women aged 5 to 25 to make friends, learn new skills and above all – have fun. Established in 1875, we are one of the oldest charities working to support girls and young women throughout England and Wales.

Our staff of 20 and national network of more than 170 trained volunteers deliver a variety of gender-specific activities, services and support to girls and young women in a safe, single gender, non-judgmental environment throughout England and Wales designed to:

- Build confidence, self-esteem, emotional wellbeing and resilience
- Provide a supportive space to have fun and make friends
- Develop healthy life coping and decision-making skills

We also provide guidance, advice and information about a number of topics, issues and themes including friendship, healthy living, positive relationships, happiness and independent living.

We support and promote campaigns addressing issues affecting girls and young women such as sexualisation, abusive relationships, discrimination, everyday sexism and the lack of equality in the workplace.

### About the job

We're offering a fantastic opportunity for a talented and broadly experienced creative individual to join us to help raise our profile and deepen our engagement with our supporters, volunteers and our girls and young women.

As well as being well versed in writing compelling stories and content, you must also be happy to roll up your sleeves and lead on the creative delivery across our digital and print channels.

You will be working to attract new supporters, partners, volunteers and girls and young women to our organisation, as well as leading on new initiatives such as our membership campaign and ambassador initiative.

You'll be part of a small and agile team based at our London office, reporting to the Executive Director and line managing a Marketing and Communications Coordinator. You will also work closely with the Fundraising Coordinator and other colleagues, some of whom are based remotely. You will be a key member of the management team, and as such must be experienced, proactive, innovative and adaptable.

## **Job Description**

### **Major areas of responsibility**

#### Strategy

- Work with the Executive Director to evolve and implement our national marketing and communications strategy across the organisation both internally and externally.

#### Brand

- Develop, promote and protect the GFS brand and ensure all channels are consistently on brand/message (requiring the maintenance of the brand/style/identity guide).

#### Digital

- Manage the GFS WordPress website and identify key areas for improvement (being aware of SEO, information architecture and UX).
- Develop social media platforms and source/generate content for their digital marketing.
- Develop, manage and monitor AdWords, Ad Grants, Facebook and Instagram adverts and track, report and illustrate analytics.
- Write and design the GFS newsletter and implement improved segmentation and targeted emails in accordance with GDPR.

#### Print media

- Manage the design, development and production of the organisation's publications (e.g. Annual Review, Annual Report), Case for Support and, in the medium term, its Annual Impact Report.
- Create other print-based media such as posters, leaflets and banners.

#### Support and capacity building

- Lead on the development and updating of the organisation's contacts management system
- Support the production of presentations (possibly using PowerPoint or Prezi).
- Ensure colleagues have the design, communications and marketing support that they require.
- Support local groups with developing their brand in line with national expectations.
- Deliver branded digital content and materials to support branch and office work.
- Support the delivery of the organisation's key internal and external events.

#### Budget Management

- Manage the marketing and communications budgets and ensure cost efficiencies and good ROI.

#### Public Relations

- Act as the Press Office, dealing with enquiries from members of the media and acting as spokesperson for the charity on occasions.
- Work with internal / external partners to develop initiatives to secure press coverage.

#### Campaigns and Appeals

- Deliver multi-channel integrated marketing and communications campaigns ensuring full integration across our communications channels.
- Manage the membership campaign including promotion and engaging existing GFS members.
- Assist with the delivery of multi-channel integrated advocacy and fundraising campaigns ensuring full integration across our communications channels (in liaison with Programme Coordinator and Fundraising Coordinator).

#### Partnerships

- Assist with managing partner relations functions maintaining and growing their support, ensuring satisfaction and maximising retention.
- Assist with development of high quality and persuasive funding and partnership proposals and presentations.
- Help ensure all partners receive appropriate recognition and agreed benefits for their support, as well as timely reports and updates on the charity's work.

### Staff Management

- To manage and provide on-going support to the marketing co-ordinator, setting work programmes within the context of the strategic plan, monitoring performance through regular supervision and performance reviews.
- To develop, motivate and direct staff to achieve high levels of performance.

### Other

- Assist the Executive Director and other staff in the administration of the charity including arranging meetings, office and project management and other assistance as may be required.
- To lead on the development of marketing and communication policies as well as contribute to the review of corporate policies and procedures.
- Where appropriate provide support to and attend meetings with or on behalf of the Executive Director.

## Person Specification

This is an exciting role where you will have responsibility for owning the communications, developing new marketing ideas and campaigns, and leading the creation of compelling content.

### Experience

- Significant experience in a similar role.
- Delivering targeted communications and marketing to a variety of audiences using a variety of channels.
- Working to tight deadlines, managing multiple projects successfully, delivering them on time and fulfilling the aims and objectives of all parties.
- Commissioning work from external photographers, videographers, agencies and occasional volunteer writers.

### Skills and abilities

- Highly motivated and organised self-starter, with excellent attention to detail and proof reading skills.
- Strong interpersonal and organisational skills and the ability to manage a varied and busy workload and, crucially, recommending to us what we could be doing better.
- Articulate and persuasive, with excellent written and verbal communication skills and the ability to develop and maintain strong relationships with people at all levels of seniority both externally and internally.
- A compelling copywriter, confident in writing high quality content in a variety of styles for a number of audiences.
- Ideally, good design skills and experience using Adobe CS (CC) packages.
- Experience managing CMS websites (experience with WordPress and basic HTML and CSS preferable).
- Extensive understanding of social media and skills to manage and develop GFS digital engagement.
- Creative, entrepreneurial, innovative and strategic approach to help us to make plans to meet our objectives.
- Willingness and ability to be committed to Girls Friendly Society's ethos and goals.
- Passionate about brand (developing and protecting the national brand) with knowledge and design skills to deliver a strong national brand.

### You will be:

- Professional, proactive, positive and enthusiastic, with a strong work ethic and "can do" attitude.
- An all-rounder with a practical approach to problem solving.
- Able to exhibit excellent discretion and adhere to professional standards and confidentiality.
- Curious and inquisitive nature with the ability to work across all departments to ensure a fully joined up approach.
- Capable of handling stressful situations while maintaining a positive demeanour.
- Committed to delivering high standards of customer service and be a genuine team player.

- Confident and able to work with little direction, but understand the limits of your delegated authority.

The ideal candidate would have empathy and enthusiasm for the objectives of GFS. Experience of the charity sector in either a voluntary or an employed capacity would be desirable. This post and its role requirement will develop with the needs of the charity.

Girls Friendly Society  
November 2018