



## Job Description

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| <b>Role Title</b>                               | <b>Marketing and communications manager</b>  |
| <b>Job Family &amp; Category</b>                | <b>Marketing and communications manager</b>  |
| <b>Team</b>                                     | Marketing and communications   |
| <b>Line Manager</b>                             | Senior marketing manager   |
| <b>New / Existing Role</b>                      | New role   |
| <b>Perm / Fixed Term</b>                        | Permanent  |
| <b>Resource and Management Responsibilities</b> | <ul style="list-style-type: none"> <li>▪ Budget / equipment responsibilities</li> <li>▪ People responsibilities</li> <li>▪ Contractor responsibilities</li> </ul>  |
| <b>Job purpose</b>                              | To lead on the development and implementation of innovative and effective marketing communications campaigns and initiatives to achieve KPIs working within a project team.  |
| <b>Key responsibilities</b>                     | <ul style="list-style-type: none"> <li>• Lead on the development and implementation of strategic marketing and communications activity to promote specific programmes and projects.</li> <li>• Work with programme teams, senior managers and external stakeholders / funders to ensure the planning, implementation and delivery of marketing and communications activity achieves programme objectives and KPIs, and is delivered on time, within budget and to a high standard.</li> <li>• Manage staff and external contractors as required.</li> <li>• Manage external stakeholder relationships alongside programme managers and ensure relationships are effective and collaborative.</li> <li>• Act as a brand guardian across all communications delivered and ensure that Energy Saving Trust, funders and partners are appropriately represented.</li> <li>• Provide campaign metrics, analytics and reporting as required and ensure learnings from previous campaigns are included in future campaign activities.</li> <li>• Undertake other activities as required to support the overall delivery of the marketing communications strategy, such as in-person and online events.</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>• A willingness to learn about and support our efforts to become a more diverse, inclusive, equitable and sustainable organisation.</li> </ul> <p><b>Within one month, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Understand how our organisation works, who we are and what we do.</li> <li>▪ Have met all your marketing and communications colleagues and key internal stakeholders.</li> <li>▪ Have set objectives to complete within your probationary period.</li> </ul> <p><b>Within three months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Have set up and attend regular meetings with colleagues.</li> <li>▪ Have made progress against your probationary objectives.</li> <li>▪ Have regular catch ups and 121s with your manager.</li> </ul> <p><b>Within six months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Have settled into the organisation and the marketing and communications department.</li> <li>▪ Have completed your probationary objectives and be ready to set further objectives for your role.</li> <li>▪ Have had the chance to use your skills and experience to support Energy Saving Trust’s mission and vision.</li> </ul> |
| <p><b>Knowledge, skills and qualifications required</b></p> | <p><b>Essential:</b></p> <p>Knowledge, skills:</p> <ul style="list-style-type: none"> <li>• Experience of marketing communications management, with proven success in strategic campaign development and implementation, audience segmentation and analytics.</li> <li>• Experience of managing websites, data collection systems, social media channels, PR, events collateral and digital content.</li> <li>• Experience of brand management</li> <li>• Experience of working in a fast-paced environment with ability to prioritise activity.</li> <li>• Management of project budgets for marketing activity.</li> <li>• Self-motivated, strong leadership skills, team-oriented, and goal-oriented.</li> <li>• Interpersonal and communications skills.</li> <li>• Written and verbal communication skills with excellent attention to detail, including editing and proof-reading.</li> </ul>   |

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|  | <p>Key qualifications required:</p> <ul style="list-style-type: none"><li>• Bachelor's Degree Marketing or CIM Diploma or equivalent experience in a similar marketing role</li></ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"><li>• Experience of line managing and motivating a team including objectives setting and appraisals.</li><li>• Negotiation and facilitation skills and flexibility of approach.</li><li>• Good presentation skills.</li><li>• Experience of working on B2B marketing campaigns, particularly public sector-facing (eg local authorities, social housing and health providers) and in London.</li><li>• An interest in decarbonisation, climate change or sustainability.</li></ul> |
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