

## **MARKETING AND COMMUNICATIONS MANAGER**

### **Responsibilities within the Society**

The Marketing and Communications Manager will be responsible, through the Chief Executive, to the Trustees of the Society, for the management of marketing, advertising and publicity requirements with the aim of maintaining and further raising the Society's profile. The main tasks and responsibilities are:

- Plan, agree and implement an annual advertising / PR / Publicity strategy and budget allocation.
- Manage all aspects of the Society's print and online publicity requirements.
- Work closely with, manage and co-ordinate, the activities of all third-party suppliers, including the Society's PR Agency, media buyers / publishers, graphic designers, printers, mailing houses, video production companies, website developers etc.
- Manage and maintain the Society's supporter database.
- Develop and produce targeted, cost-effective publicity resources, literature and campaigns aimed at both potential supporters and beneficiaries.
- Manage, via the PR Agency and its IT partners, the Society's website and online presence.
- Generate imaginative, emotive copy for adverts, brochures/leaflets, press releases / editorial, and letters to supporters.
- Annual Report: Compilation, presentation and production (except for the formal sections generated by the Chief Executive)
- Co-ordinate and action PR / photography and display requirements at the AGM and Awards Ceremony.
- Edit and produce the SMS Newsletter

The Marketing and Communications Manager will also be responsible for liaison with volunteers working on behalf of the Society on non-grant related matters, overseeing the Office Administrator to maintain agency records (including the Agency Handbook), and co-ordinating the upkeep of (and payment of proceeds from) the Society's large mines and collecting boxes. They will also act as signatory to cheques (in accordance with the Bank mandate) and assume line management responsibility for the Office Administrator.

### **Responsibilities within the Trading Company**

The Marketing and Communications Manager is responsible, through the Chief Executive, to the Directors, for the management and operation of the Society's subsidiary Trading Company's activities. The main tasks and responsibilities are:

- Research and subsequently develop a selection of Christmas card designs (and other seasonal products) from which Trading Company Directors will make selections for the Society's Christmas catalogue.
- Negotiate terms of business and agree operational procedures with the Trading Company's fulfilment supplier.

- Direct the on-going activities of the fulfilment supplier with regard to greetings cards design and production; manage and maintain stock levels and drive the sales and customer service operation.
- Develop and implement an annual marketing strategy and budget to best achieve the Trading Company's objectives.
- Plan and co-ordinate all sales promotion activities; including the mail order catalogue design, production and distribution, media (online and print) advertising / social media and PR activities.
- Through the Society's website manage the Trading Company's 'virtual shop' and its interface with the online merchant payments processor and fulfilment house.
- Annually create and maintain the ordering and donation processing facility within the Society's database and fundraising software package 'Fundraiser'.
- In addition to Christmas, plan and manage the Society's other annual 'Appeals' (Easter and Seafarers Awareness Week) to further generate donation income from customers/supporters.
- Process CAF donations and debit/credit card orders/donations received by post.
- Assisted by the Office Administrator, oversee the Central Office seasonal retail shop; co-ordinate shop volunteers, manage stock levels and financial management/banking.
- Liaise with the Finance Officer with regard to all income / expenditure and end of year reconciliation accounting requirements.
- Develop and produce new products to enhance sales and income opportunities.
- Co-ordinate third party sales through Honorary Agents, sale or return opportunities, Cards for Good Causes etc.

**Terms & Conditions: -**

Hours:	36.25 hours per week
Holiday entitlement:	32 days per year, plus 8 days for statutory holidays. Rising to 35 days per year, plus 8 days for statutory holidays after 10 years' service
Pension:	The Society operates a contributory company pension scheme for all permanent employees. The employee contribution is 5% of basic salary, which is supplemented by a company contribution of 12%.
Group Life Assurance	3 * basic salary

## **PERSON SPECIFICATION**

**JOB TITLE:** MARKETING & COMMUNICATIONS MANGER  
**REPORTS TO:** CHIEF EXECUTIVE

<b>Essential</b>	<b>Desirable</b>
<p><b><u>Qualifications Required</u></b></p> <p>A degree in marketing / business management and / or significant relevant experience</p> <p><b><u>Experience Required</u></b></p> <p>Proven experience in the planning, implementation and management of marketing and communication strategies across all aspects of print and social media / PR and marketing service campaigns within any, or a combination of, client side, agency or charity environments.</p> <p>Extensive experience of setting, managing and monitoring budgets and financial/business management information</p> <p><b><u>Abilities, Skills &amp; Knowledge</u></b></p> <p>The ability to prioritise, multi-task and manage projects across a broad remit.</p> <p>An experienced people manager (staff, suppliers, charity volunteers)</p> <p>Ability to contribute effectively as a member of the Society's management team</p> <p>Excellent oral, written and interpersonal communications skills</p> <p>The ability to contribute to the development, planning and implementation of the Charity's strategy and policies</p> <p>The ability to assimilate and analyse information quickly and accurately and to handle competing priorities</p> <p>An enthusiastic and motivated self-starter</p> <p>The ability to create positive working relationships with staff members, external suppliers and charity volunteers</p>	<p>Other vocational qualifications appropriate to the post</p> <p>Experience / knowledge of the charity sector.</p> <p>Business management experience</p> <p>Experience of the greetings merchandise industry</p> <p>Ability to empathise with an upper age demographic for both charity supporters and beneficiaries</p> <p>An interest/appreciation of classical (particularly maritime) art</p>

<p>The ability to create campaigns and maximise their effectiveness and value for money within budget constraints</p> <p>Able to empathise with the challenges faced by those from a Merchant Navy / commercial fishing industry background who are now facing financial hardship and distress.</p> <p><b><u>Personal Attributes</u></b></p> <p>Enthusiasm</p> <p>High personal standards, trustworthy, reliable,</p> <p>Conscientious and discreet.</p> <p>Self-motivated and able to take the initiative</p> <p>Confident</p> <p>Willing and quick to learn and adapt</p> <p>Ability to work flexibly in response to changing priorities</p> <p>Able to lead as well as being a good team member</p> <p>Communicate effectively at all levels</p> <p>Sense of humour</p>	
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