



## WORK WITH US

### Job Description - Marketing and Communications Manager

October 2021



## **JOB DESCRIPTION: MARKETING AND COMMUNICATIONS MANAGER (Help to Grow Programme)**

Location:	40 Queen Street, London EC4R 1DD (flexible working available)
Salary:	Up to £43,000 per annum, subject to experience, plus benefits (pension and generous annual leave)
Responsible to:	Director of Communications & External Relations
Duration:	Two Year Fixed Term Contract

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**Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 26 November 2021 to Barney Roe, [barney.roe@charteredabs.org](mailto:barney.roe@charteredabs.org). Immediate start possible for available candidates. Candidates must have the right to work in the UK.**

### **Purpose of the post**

We are looking for an outstanding Marketing & Communications Manager. This is a fantastic opportunity to work on a nationwide programme which is part of the government's package of business support to help businesses to recover and grow following the pandemic.

The Marketing & Communications Manager will play a lead role in managing our marketing and content strategy for the Help to Grow: Management Course and coordinating with the marketing teams within government and partner business schools. Announced by the Chancellor of the Exchequer, the Help to Grow: Management Course is a nationwide leadership programme available to 30,000 small business leaders over the next three years. The programme will be delivered by business schools within the Chartered ABS membership that have been accredited with the Small Business Charter.

The Marketing & Communications Manager will be responsible for planning and execution of the marketing and content for different aspects of the programme. This includes marketing and lead conversion to recruit participants; leading plans to manage the ongoing alumni engagement, content creation and event marketing for the programme's 30,000 alumni; and developing and commissioning content for the course's web pages.

The promotion of the programme is being delivered through a partnership approach between the Chartered ABS, the government, and business schools. The Marketing & Communications Manager will coordinate between the government's national campaign and the business schools' localised campaigns to ensure seamless information-flow and regular reporting.

The successful candidate will need to be a highly skilled B2B marketer and content strategist across digital and social media. You will need experience developing and executing marketing plans which deliver results. It is essential that your copywriting is first class and your attention to detail is outstanding. Ideally you will have experience of working on national campaigns for business audiences, with some experience of working with government or universities.

We offer flexible working and a friendly, hardworking and collegiate environment.

## Principal job functions & main tasks

Support the in-house team, external marketing agencies, business school marketing teams, and a government communications team to deliver the national campaign to promote the Help to Grow: Management Course and its alumni programme. Work involves coordination, reporting and information sharing with the marketing stakeholders.

- a. **Marketing, recruitment and content strategy:**
  - i. Plan, build and deliver email marketing campaigns in order to recruit participants and convert leads.
  - ii. Manage the promotion of Help to Grow across the Small Business Charter's social media channels, including amplifying communications from the business schools and the government's campaign.
  - iii. Develop and deliver a content strategy on the Help to Grow section of the SBC website and maintain the Help to Grow web pages in line with the evolving national campaign.
  - iv. Manage the external telesales agency, ensuring performance towards the recruitment targets.
- b. **Alumni Programme – alumni engagement, content creation, and event marketing:**
  - i. Produce and deliver marketing plans to promote the events and activities offered to the Help to Grow alumni.
  - ii. Develop and deliver a content strategy to include coordinating the production of content with the business schools; creation and editing of original content; and the dissemination of the content to alumni through social network channels, email, and other SBC platforms.
  - iii. Develop plans to foster and manage community engagement among the programme's 30,000 alumni across a multi-channel (including LinkedIn and a VLE) and multi-partner (business schools and government) approach.
- c. **Mentor recruitment:**
  - i. Support the network marketing activity to help us enlist business leaders who would be willing to mentor participants on the programme.
- d. **Coordinating with delivery partners:**
  - i. Coordinate with the government communications teams within the Department for Business, Energy, and Industrial Strategy (BEIS). This includes attending meetings, sharing information between BEIS and the schools, reporting on progress, and aligning SBC's activity with the government's national campaign.
  - ii. Coordinate with business schools' communications teams. This includes offering advice and support on their plans, sharing campaign updates, facilitating the sharing of best practice, and ensuring schools report on time.
- e. **Reporting and managing data:**
  - i. Produce and input into reports and analysis on marketing and campaign performance, including analysis of data such as Google Analytics and social media metrics.
  - ii. Support business schools to report.
  - iii. Ensure data integrity is maintained in our collection and processing of registration and participant data, and appropriate segmentation applied when producing campaigns.

This is a new role on a new programme so specific responsibilities within the job role may evolve in accordance with programme's needs.

## Person Specification

Candidates must be able to demonstrate that they meet the 'essential' criteria. **Applicants must have the right to work in the UK.**

### EXPERIENCE

	Essential	Desirable
Significant experience of delivering multi-channel B2B marketing campaigns	Yes	
Experience writing excellent marketing copy for senior-level / decision-maker audiences	Yes	
Experience delivering campaigns to tight deadlines	Yes	
Experience working with multiple partners (ideally government and/or universities)	Yes	
Experience of managing communications budgets and achieving maximum ROI	Yes	
Experience of commissioning/producing content in a range of formats	Yes	
Experience of website content management systems (CMS)	Yes	
Experience of running social media campaigns (organic and paid)	Yes	
Experience of using Customer Relationship Management systems/databases (CRM)	Yes	
Experience of analysing marketing performance data and producing reports	Yes	
Experience of dealing with the press and media		Yes
Experience of briefing and managing external suppliers and agencies	Yes	

### SKILLS / ABILITIES

	Essential	Desirable
Excellent copywriting skills, including the ability to write persuasive messages and benefits to targeted senior-level B2B audiences	Yes	
Ability to produce and manage marketing and communications plans, across targeted segmented audiences and identify multiple channels and routes to market	Yes	
Very strong attention to detail in planning and execution of work	Yes	
Confident communication with external stakeholders, with the ability to empathise, persuade and negotiate	Yes	
Rigorous proof reader and skilled editor of written and digital content	Yes	
Ability to write engaging social media content	Yes	
Ability to create targeted mailing lists from large datasets	Yes	
Highly competent in using website CMS	Yes	
Highly competent in using mass email systems/platforms to build and send email campaigns	Yes	
Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines	Yes	

Excellent understanding of marketing metrics and the ability to analyse data	Yes	
Ability to brief and account manage external agencies (e.g design, PR) on specific tasks	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Ability to design collateral using software such as Photo Shop or InDesign		Yes
Ability to do basic web coding		Yes
Strong team player	Yes	
Ability to work creatively and under own initiative	Yes	
Ability to work at a high level of confidentiality	Yes	

#### KNOWLEDGE

	Essential	Desirable
A strong understanding of B2B marketing concepts, tools and channels	Yes	
Knowledge of the role of membership bodies/trade associations in lobbying government and conducting public affairs		Yes
Knowledge of UK business and management education		Yes

#### QUALIFICATIONS

	Essential	Desirable
Education to degree level (or equivalent qualification)	Yes	

*October 2021*