



JOB DESCRIPTION

Communications Team Manager

Purpose:

To develop and lead a team to deliver impactful and innovative results-driven campaigns for a portfolio of clients, focusing on social media in combination with other marketing channels.

Position:

Reporting to the Director, this newly created role is focused on two key areas: proactively managing and further developing a portfolio of existing clients, and responsibility for growing and developing a team.

Key Duties:

- To take a consultative approach to building effective working relationships with a portfolio of clients, enabling you to work on a more strategic level on their longer-term business aims.
- To translate these strategic goals into tactical marketing plans for each client, delegating aspects of delivery to other team members or freelance professionals as appropriate.
- To moderate and engage with user generated content in an appropriate way for each client, helping to grow brand awareness organically and strengthen online communities.
- To support team members to understand the difference in tone, brand and focus of different clients and tailor social media and other marketing content accordingly.
- To provide live social media coverage at clients' and Naturally Social's events, some of which may take place outside of normal office hours.
- To look for new opportunities to raise Naturally Social's profile on- and offline to build new business, including representing Naturally Social at conferences and networking events.
- To provide inspirational line management and mentoring to junior team members.
- To supervise work of freelance professionals, including ensuring project aims, deadlines and targets are understood and that work is completed to the required quality.
- To deliver coaching and training to small businesses and in-house teams to develop their social media capabilities.
- To analyse effectiveness and research industry trends in order to continually improve practices across the team and shape future social marketing activities.
- To keep up to date with changes in the world of social media and marketing in general.
- Any other duties commensurate with the level of this post as reasonably requested by your line manager.
- To work in a manner which protects your own Health & Safety and that of others.

Key Success Factors:

- Proactively manages relationships with key clients, leading to growth in and retention of existing customers.
- Communications campaigns are well planned and executed to deliver desired results
- Campaign activity is measured and analysis used to inform future activity
- Communications campaigns are engaging, relevant and remarkable, each being appropriate to the brand, target audience and sector.
- High level of client satisfaction leading to long-term relationships and future business
- Team members are engaged, motivated and developed to perform at their best
- Course delegates provide positive feedback and are able to transfer their learning to the workplace shown by improved social media activity
- Activity makes a positive impact, not only in terms of achieving clients' goals but also in terms of connecting people and communities.

PERSON SPECIFICATION

Communications Team Manager

KNOWLEDGE, TRAINING AND QUALIFICATIONS

ESSENTIAL:

- A degree level qualification (university degree or CIM qualification) in marketing, PR or media related subject (or degree in another field plus significant industry experience)
- Good written English shown by a qualification in English Language at Level 2 or above

DESIRABLE:

- Coaching or training qualification, such as L2 Introduction to Trainer Skills or L3 Award in Education and Training

SKILLS AND EXPERIENCE

ESSENTIAL:

- Solid experience in any field of marketing (PR, social media, marketing generalist, content/web) to include exposure to social media, either in-house or agency based.
- Excellent account management skills, including the ability to juggle different priorities and build effective long-term relationships.
- Evidence of working at a strategic level with organisations to develop longer-term approach to marketing activities and developing brand awareness
- Supervisory experience, such as previous team leader or management role
- Evidence of planning and delivering results-driven campaigns

NATURALLY SOCIAL[®]

- A confident communicator who enjoys engaging with people, whether by telephone or face to face at exhibitions, networking events or meetings
- Creative flair and ability to generate unique ideas
- Analytical skills, e.g. experience of analysing data or trends and using this to inform decisions
- High attention to detail including good use of grammar and spelling
- Ability to convey ideas and messages in a concise, attention-grabbing way

DESIRABLE:

- Other relevant specialist experience, such as video production, graphic design or creating or updating websites using Wordpress or Joomla
- Experience delivering coaching or training sessions
- Experience of using a CRM (customer relationship management) package

MOTIVATION, BEHAVIOUR AND ATTITUDE

ESSENTIAL:

- Driven by impact: passionate about achieving results, connecting people and communities
- Inclusive: values diversity and able to engage with people of different backgrounds
- Keen interest in keeping up to date with changes in this fast-moving sector
- Ambitious for growth – for company, team members and own self-development.

DESIRABLE

- Interest in “ethical capitalism” and the “purpose economy”

CIRCUMSTANCES

ESSENTIAL:

- Willingness and ability to undertake occasional business travel within South West
- Willingness and ability to attend occasional events outside of usual business hours