



Role Profile

Role Title	Marketing Communications Manager
Business group and team	Corporate Communications
Job Purpose Overview	This is a key role in the Corporate Communications Team, responsible for drawing up and implementing the Marketing Communication elements of the Corporate Communications Strategy for the business, ensuring that it is aligned with the Corporate Plan. The officer will plan, deliver and measure the impact of marketing campaigns developed in line with the sales and marketing strategy. This role involves working closely with senior managers across the business to ensure consistent messaging and that a consistent approach is taken with customers. The officer will lead on a number of specific communications projects and manage the Digital Communications Officer and Design Standards Manager
Organisational position	. The role reports to the Head of Corporate Communications.

Date Updated	November 2016	Updated By	LH
Current / Applied Grade	C5	Job evaluation date	Confirmed grade C5

JOB RESPONSIBILITIES

Main responsibilities, focusing on the required outputs:

To ensure the delivery of Marketing Communications activities against agreed objectives. Specifically:

- Develop and implement the Marketing Communications elements of the Corporate Communications Strategy for FCO Services working with senior managers to ensure buy in.
- Create and implement the digital marketing strategy and take a leading role in communicating the FCO Services brand and brand values across the organisation.
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- Manage and control marketing communications expenditure ensuring effective use of the funds
- Maintain and review the range of external communications channels which promote FCO Services to the external UK Government and Overseas customers
- Assess all communications channels for cost effectiveness (cost/benefits) and propose and implement improvements
- Take the lead in project managing the production of all marketing communications

Required Outputs:

- Marketing communications budget used effectively
- Marketing Communications elements of the Corporate Communications Strategy produced and agreed with senior managers

- Effective management of resources and expenditure
- Effective use of a range of communications channels

Ensure effective targeting and co-ordination of Marketing Communications activities to promote FCO Services in line with the brand values. Specifically:

- Working with Senior Managers in specific business areas in FCO Services as their dedicated advisor for Marketing Communications; providing professional advice on all external communications.
- Develop and deliver marketing campaigns and communications plans for each of the priority areas often with challenging deadlines
- Ensure marketing material and product documentation are joined up and represent the business effectively
- Work with Directors and CEO to direct Board level on Marketing Communications activity including face to face customer communications opportunities
- Develop an understanding of target customer segments and which communication channels are most effective at reaching them

Required Outputs:

- Effective targeting and co-ordination of Marketing Communications activity shown through evaluation
- Campaigns and Communication plans developed and agreed with senior managers
- Delivery of specific projects and campaigns on time

Use project management processes to deliver specific marketing communications projects and review effectiveness of activity. Specifically

- Develop and implement effective marketing communications planning process with Corporate Communications and wider business
- Ensure organization wide consistency of approach to brand, external communications channels and messages
- Produce and deliver a range of marketing communications materials and set up face to face senior level communications with customers as appropriate
- Supervise the digital Communications Officer and Design Standards Manager, providing effective line management, including regular one to ones, prioritisation of workload and high quality end of year PDR. Recognise and reward contribution and deal promptly and effectively with issues

Required Outputs:

- Planning process in place for marketing communications work
- Effective delivery of marketing campaigns
- Consistent approach to marketing communications across the business

KNOWLEDGE & KEY SKILLS

Essential:

- Marketing or corporate communications knowledge/experience
- Good copy writing skills
- Organisation skills
- IT literacy
- Good communication skills, ability to communicate with all levels of staff
- Project and event management

Desirable:

- Strategic planning knowledge/experience
- Basic knowledge of marketing principles

CORE COMPETENCES		
<ul style="list-style-type: none"> • 1 Seeing the Big Picture • 2 Leading and communicating • 3 Collaborating and partnering • 4 Managing a quality service 		
CRITICAL SUCCESS FACTORS		
<p><i>Success measured and evidenced by:</i></p> <ul style="list-style-type: none"> • 1 Marketing Communications elements incorporated in the Corporate Communications Strategy drawn up and agreed by the Board • 2 Specific communication campaigns managed successfully • 3 Consistent marketing messages and communication channels used by the business 		
Budget Responsibility?	If YES, how much:	If NO can they authorise payments?
Y	£ 88,637.00 per annum	Y / N
Reports to: (Role Title and Grade)	Head of Corporate Communications D6	
Direct Reports: (Number and grades of staff)	1 x C4, 1 x B3	