

# Role Profile

**Position**

**Marketing Manager**

**Reporting to**

## What you can expect

We're a magnificent place to work, where talented and ambitious people enjoy rewarding, purposeful and fulfilling careers in an inspirational environment.

- A fast paced, adaptable and collaborative environment
- Support to develop management skills as well as role specific opportunities
- Agile and flexible working with support for home-based working, as well as for travelling to Magna hubs
- Exposure to a creative and dedicated team
- Support to help your ideas come to life
- Autonomy to develop approaches and deliver in a supportive environment
- Exposure to other areas of the organisation with opportunities to develop broader skills
- At Magna, we are committed to your growth and professional journey. We offer ample opportunities for further training and development, empowering you to excel in your career. Our comprehensive benefits package underpins our commitment to your well-being and includes a generous Pension Scheme, Health Care Cash Plan, Wellbeing Portal and Employee Assistance Program. These resources are designed to support both your mental and physical health, ensuring your success in both personal and professional aspects of life.
- We actively support our local communities and encourage employee involvement by offering one paid day per year for volunteer activities alongside access to Credit Union facilities and Colleague Voice. You will also benefit from Company Sick Pay and a competitive annual leave entitlement, which increases progressively with your length of service over the first five years.

## What you are known for

- The go to person for all things to do with branding and communications
- Having strong relationships with colleagues across the business, supporting and advising in a non-judgemental way
- Always delivering consistent, reliable and accurate outputs across all areas of communication
- Developing creative and innovative ways to communicate both internally and externally
- Championing our organisational priorities across the business
- Delivering an excellent customer experience with colleagues and partners
- Developing and implementing new ways of working through collaboration with other teams and functions
- Being passionate about improving communication with our customers and colleagues infecting others with your enthusiasm, a real-life champion and expert,
- Providing business confidence in delivery and maintenance of high-quality communications
- Being a dynamic and innovative person that leads by example and is comfortable leading the organisation in this area
- Cool under pressure and a problem solver that delivers on time

## What you take care of

- Managing and developing the Magna brand to ensure that it is consistent across the business and leading on the regular monitoring and auditing
- Developing, managing and maintaining stakeholder data ensuring complete robustness and integrity, in line with GDPR regulations
- Developing targeted data-led communication campaigns to support corporate priorities, ensuring delivery, evaluation and value for money
- Writing and designing all corporate and team publications and promotional material
- Managing and producing content for our social media channels, creating interest with followers and reflecting key messages, stories and priorities, as well as developing strategies to increase followers, interest and reach
- Developing positive relationships with the media and identify opportunities for coverage in local sector and national media, as well as writing stories, undertaking interviews and monitoring media coverage
- Managing and producing content for digital channels such as videos, photographs and audio, as well as responding to comments and questions as needed
- Leading on the strategic development of the website to ensure it becomes an exciting shop window - delighting and engaging customers. Producing content to drive traffic to our website and maintain it as an important resource for customers and wider community.
- Implementing the communication and marketing strategy operational plans to support delivery
- Developing and delivering training for colleagues across the business in relevant communication subjects
- Managing contracts with agencies and suppliers, ensuring good client relationships and effective outcomes
- Supporting the business with crisis communications
- Producing reports to highlight Magna's performance on social media and other media coverage and make recommendations for changes as a result

- Identifying VfM activities to contribute to team efficiencies, effectiveness and economy
- Line manages the digital communications assistant and the PR and Communications apprentice

## **What you need to be successful**

- A passion for data-led communication management
- Experience of all aspects of brand management and development
- Broad experience of working in a communications role and a thorough knowledge of digital communications
- Amazing customer service skills supporting internal customers to deliver successful campaigns
- An ability to influence teams and motivate colleagues, helping them to deliver excellent communications
- An ability to analyse data and bring together multiple sources of data and present effective reports and recommendations based on the data
- The ability to identify good opportunities to promote Magna and turn these into engaging and compelling stories
- Evidence of successfully leading teams, delivering targets and projects,
- Demonstrable experience in developing and implementing effective systems to manage stakeholders, media coverage and social media posts
- A recognised qualification in communication, marketing or public relations
- Experience of producing reports, guidance and procedures, and presenting to a wide range of audiences both internally and externally
- Experience of representing Magna with partners and peers and presenting a positive and professional image of Magna
- Excellent communication and writing skills.

## **Qualifications required**

**Applicants with transferrable skills are encouraged to apply.**

Approved: V1/