

JOB DESCRIPTION

JOB TITLE: Senior Marketing and Communications Manager

GRADE: Grade 6

RESPONSIBLE TO: Managing Director of FX Plus

RESPONSIBLE FOR: FX Plus Internal Communications Manager
FX Plus Intern Design Assistant

JOB PURPOSE

The Senior Marketing and Communications Manager has overall responsibility for providing a framework for communications and engagement within FX Plus that fits with the strategic direction of FX Plus and enables the Universities to communicate effectively with their staff and students.

The post holder will be expected to provide expert communications advice to colleagues across FX Plus.

A key part of the role will be to collaborate with FX Plus departments and our Universities to understand their requirements and put plans in place which link FX Plus expertise to communication outputs.

The post holder will enable the Universities to enhance the student experience through an increased awareness of, and engagement with, Student and Academic Services and the campus experience.

The post holder will be responsible for leading a small group of staff who deal with stakeholder communications to manage priorities and workloads to ensure that plans and campaigns are effectively supported and implemented.

The post holder will have a matrix management approach to the Campus Experience Marketing and Promotions Manager to ensure coordinated approach to Marketing and Communications across FX Plus including accommodation.

MAIN TASKS AND RESPONSIBILITIES

Creating and implementing a Communications Strategy for FX Plus to support the long term vision for FX Plus, aligned to the universities' strategies and identifying how marketing, stakeholder and internal communications will evolve.

The post holder will work closely with the FX Plus Managing Director, Senior Executive Team and key stakeholders from the universities and within FX Plus to drive delivery and branding of a range of materials that promote FX Plus services. This will involve working closely with the Director of Student and Academic Services.

To lead and develop a consistent tone of voice and quality messaging for FX Plus services.

Work with the Universities to set and raise the profile of Student and Academic Services, its standards and guidelines.

Work with University colleagues to provide plans to support student-facing campaigns which will include identifying resources to support campaigns and events.

Work with senior colleagues/project teams and the Universities to develop, plan, support and implement communication plans for transformation projects and use appropriate tools and techniques to effectively manage and measure the success.

Develop and maintain relationships with senior university colleagues and the universities' Communications Teams.

Work closely with the Director of IT and Digital and the universities to develop support and engagement for the digital journey for FX Plus services and functions.

Plan for the FX Plus website(s) in liaison with Directorate and Universities and content control in line with the Communications Strategy & Policies

Management of the FX Plus website contract.

Responsible for coordinating the smooth delivery of communications for FX Plus. This includes communication of all FX Plus Services, both proactive and reactive, relating to our Student and Academic Services, to students, staff (both Academic and Research), through our university partners.

Establish FX Plus' approach to user feedback and engagement by planning, developing and evaluating methods and processes for gathering, analysing, interpreting and presenting data and information in relation to customer engagement and feedback and define key user feedback/survey campaigns.

Based on qualitative and quantitative feedback identify and support university and/or Student Union campaigns to deliver perception change, improving NSS and shared services results for FX Plus services.

Provide support and advice to SET Directors, Heads of Department and Communication leads within FX Plus in all aspects of communications and engagement.

Line management of the Internal Communications Manager and Intern Design Assistant.

To lead colleagues across FX Plus departments in producing high quality, original, accurate, persuasive and relevant copy for the web, social media sites and student-led material.

Be responsible for managing an assigned budget.

To represent and monitor best practice in the sector in the areas of marketing communications and student engagement and bring proposals to the attention of Directors and senior management teams.

GENERAL DUTIES AND RESPONSIBILITIES

To maintain a first class level of customer service ensuring that all customers are treated efficiently and in an appropriate manner.

To work within the relevant legislation, policies and procedures.

To participate in the Annual Performance Development Review Process.

To actively support equality and diversity policies of Falmouth Exeter Plus.

To attend training courses as identified and agreed for appropriate development.

To promote the Falmouth Exeter Plus Environmental Policy by implementing working practices and procedures that ensure a sustainable approach to the use of the resources and that resources are disposed of in an efficient and environmentally friendly way.

Working within the Health and Safety at Work Act, the post holder has a legal duty to take reasonable care for Health and Safety both for themselves and others who may be affected by their actions. They are also required to undertake Health and Safety training commensurate with the level required by the post and to take part in risk assessment procedures and the implementation of agreed recommended work practices within the area.

Undertaking other duties not specifically stated which from time to time are necessary without altering the nature or level of responsibility.

PERSON SPECIFICATION

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<u>Attributes</u>	<u>Essential Requirements</u>	<u>Desirable Requirements</u>
<p>Education / Qualifications</p>	<p>Qualified to degree level or equivalent level qualification or experience.</p> <p>Management qualification or experience.</p>	<p>Holding a recognised relevant communication qualification (eg IoIC or CIPR).</p>
<p>Experience / Knowledge</p>	<p>Considerable knowledge and experience of complex stakeholder engagement and matrix.</p> <p>Development of a Communication/Marketing Strategy at a senior level.</p> <p>Knowledge of the theoretical and legal frameworks underpinning communication, particularly internal communication, including current research and industry best practice.</p> <p>Experience of dealing with staff at all levels of an organisation in relation to communication.</p> <p>Experience of working within a busy communication department, including dealing with multiple projects and requests.</p>	<p>Experience of working in the higher education, construction, facilities management or catering/hospitality sector.</p> <p>Ideally have an advanced knowledge of SharePoint.</p> <p>Ideally have experience of using DTP packages (eg Indesign).</p> <p>Experience of social media communication.</p> <p>Experience of communication in a sales/marketing environment.</p>

<u>Attributes</u>	<u>Essential Requirements</u>	<u>Desirable Requirements</u>
	<p>Experience of developing creative briefs, working with designers and of print production techniques.</p> <p>IT literate – including knowledge of appropriate IT software such as Word, SharePoint, Photoshop, web content management systems etc.</p> <p>Experience of managing a budget</p> <p>Experience of working with brands and brand guidelines.</p>	
Skills / Personal Requirements	<p>Excellent communication skills both written and oral and the ability to negotiate and influence across a range of senior managers and stakeholders</p> <p>Strong organisational skills.</p> <p>Ability to build relationships to maintain business.</p> <p>High level of accuracy and attention to detail.</p> <p>Presentation skills</p> <p>Ability to multitask, prioritise and meet deadlines whilst working under pressure.</p>	High level of numeracy.

<u>Attributes</u>	<u>Essential Requirements</u>	<u>Desirable Requirements</u>
	<p>Able to plan and roll-out communication campaigns.</p> <p>Strong interpersonal skills; able to work on own or as part of a team, leading when appropriate.</p> <p>Ability to research and summarise complex information.</p> <p>Enthusiasm and self-motivation, using initiative to improve systems and processes.</p> <p>Highly professional and trustworthy.</p> <p>Good understanding of the Data Protection Act.</p>	