# Marketing Manager (Partners and Projects)

# Job description

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| Grade | E |
| Type of contract | Permenant |
| Directorate | External Relations |
| Team | Marcomms |
| Reports to | Head of Marcomms |
| Responsible for | Senior Officer, and others subject to funding |
| Location | Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office, |
| Hours | 35hrs p/w |

### About the role

The Communications and Marketing team’s purpose is to lifts Mind’s brand, tell our story in a planned, and audience driven way and deliver strategic, life changing communications. You will contribute to driving forward our ambitious plans to transform the communications and marketing department.

You will line manage a team ensuring professional development of each area and managing resource effectively, building a flexible team able to excel in a fast paced environment. Externally you will contribute to excellent working relationships with high profile and influential partners, proactively identifying opportunities for joint working to achieve shared goals.

**The purpose of your role is to:**

* Drive and deliver high profile, ambitious communications and marketing strategies and plans for core areas of Mind’s business – Workplace, Partnerships and large programmes.
* Manage a team dedicated to your core areas, ensuring our work is integrated and delivers an excellent and consistent brand experience.
* Advise and deliver a wide range of high profile communications and marketing campaigns with our multiple corporate and strategic partnerships, proactively seeking to maximize all partnerships to achieve our strategic goals. This includes key partnership mental health moments (currently Mental Health Awareness Week, World Mental Health Day and Time to Talk Day).

### Key Responsibilities

**Workplace, Partnerships, Large programmes**

1. Project manage Mind’s our mental health moments bringing together our partners in integrated campaigns that increase the impact we can have. Using evaluation to learn and improve from previous years you will develop creative concepts and work collaboratively across a range of departments to ensure an integrated campaign, that provides partnership opportunities to increase consistency in the noise around these moments. This currently includes Mental Health Awareness Week and World Mental Health Day and our partnership initiative Time to Talk Day with Rethink Mental Illness and others as a four nation campaign.
2. Support the implementation of funded programmes and partnerships, from pitch and proposal stage through to implementation and evaluation. Work closely with business development and partnerships team to develop communications and marketing packages and workplans to fit different programmes.
3. Oversee and strategically develop our workplace wellbeing communications and marketing, including aligning digital channels managed by your team. Encourage an audience led approach to this work.
4. Ensure that the communications and marketing workstreams of large programmes are delivered to funder requirements, raising any concerns over delivery to senior leads for the programme and Head of Communications and Marketing
5. Oversee communications and marketing activity for our strategic and corporate partnerships, as agreed through the brand appraisal process and prioritised by tiers of support agreements. You will proactively work with external partners, building excellent working relationships and identifying opportunities to promote Mind and mental health awareness through pro bono opportunities and brand alignment.
6. Ensure that all partnership communications and marketing work is aligned to our strategic goals and proactively monitor and prepare for reputational risks, raising any concerns to Head of Communications and Marketing and Head of Media.
7. Work closely with Brand and Communications colleagues in implementing a brand strategy and utilizing our partners and programmes to amplify our brand awareness and corporate narratives.
8. Oversee marketing and communications evaluation activity for your area and ensure it informs future activity to increase Mind’s impact and understanding of key audiences, providing regular performance reports to the Head of Communications and Marketing and senior management.
9. Contribute to the development of programme budgets and manage any allocated budgets, providing forecasts and reports.

**Team management**

1. Manage your team ensuring they are developed in their roles and empowered to take ownership and responsibility of their work. Recruit and oversee fixed term contracts, temps and freelancers or volunteers to deliver to new programmes and partners, enabling them to work directly with programme managers whilst maintaining Mind’s excellence in communications and marketing.
2. Manage individual staff and occasional volunteers, including coaching, motivating and developing the skills of staff in the team, and performing supervisions and appraisals.
3. You will ensure there is flexibility across the team to respond to emerging opportunities, particularly responding to corporate partner initiatives and funded programmes, and work with other managers to manage and share resource when appropriate.

**Comms department**

1. Work closely with the Communications Planning lead and Communications and Production Managers to support the implementation and ongoing delivery of the communications plan, when required leading forward planning meetings and working across the organisation to champion comms planning.
2. Develop and maintain good working relationships across the communications and marketing team to ensure your areas are integrated to other areas including supporter engagement, membership, digital engagement, local Minds, retail and Wales.
3. As a member of the Communications Management Team, ensure that team policies and procedures enable integrated strategic planning, and are regularly reviewed and adhered to. Work with the other heads and managers offering flexibility from your team at busy times.
4. Deputise for the Head of Marcomms when required.
5. Work with Mind’s CRM system to ensure contacts are recorded, monitored and marketing information is effectively used.
6. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.

## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services.  We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

**Communications and Marketing team expectations**

* Sharing our vision that we won’t give up until everyone with a mental health problem gets both support and respect and committing to act in line with our values: open, together, responsive, independent and unstoppable.
* Promote our brand and values internally and externally.
* Take personal responsibility for contributing to internal communications.
* Having a flexible approach and a can-do attitude with colleagues in the team and beyond, consciously preventing silos and organisational boundaries and being prepared to support others and work where the need is greatest.
* Ensure everything we do is driven by our mission and that means reaching people from a wide range of backgrounds, including people from marginalised communities and disadvantaged communities.
* Ensuring all our work is appropriately informed and influenced by the views and experiences of people with direct experience of mental health problems, particularly those from black and minority ethnic groups who are disadvantaged in mental health services and other diverse groups. Co-designing and using audience insight from people with lived experience of mental health wherever possible.
* Commitment to personal and team continued professional development, taking responsibility for keeping abreast of external environments and attending a wide range of internal and external training, conferences and networking opportunities and sharing your learnings with the team.
* Ensure our work is two nation in approach and adheres to the Welsh language policy.
* Be true to our values to work collaboratively with colleagues across the whole of Mind, developing joint solutions and positive actions.
* Commitment to your own and the team’s wellbeing.

**General expectations**

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

* Show passion for what Mind does and the changes that we are making for people with mental health problems
* Work collaboratively across teams, departments, locations and organisations
* Stand up for what they believe is best and trust in themselves and each other
* Be open to others and ourselves and show a commitment to learning
* Be open to change and respond flexibly and quickly to the changing world
* Demonstrate organisational awareness and see the bigger picture while working towards objectives
* Communicate effectively, ensuring their messages are understood and that they strive to understand others
* Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people’s different skills and talents to enhance the quality of their own and other’s work
* Take responsibility for their decisions
* Keep abreast of internal and external developments and respond accordingly.
* To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
* To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

## Person specification

## Essential criteria

1. Significant experience in a senior communications or marketing role and demonstrable track record in developing and managing high profile, integrated campaigns involving multiple stakeholders and achieving multiple objectives.
2. Experience of building and developing complex relationships with a range of stakeholders including external partners and internal colleagues and a demonstrable ability to develop and maintain effective working relationships with groups and individuals with differing perspectives.
3. Proven experience of delivering successful high profile corporate or strategic partnerships to raise awareness and generate income.
4. Experience of monitoring and measuring campaign impact, setting and analysing success against key performance indicators, through a range of digital and offline communications and marketing.
5. Experience of briefing and managing agencies to deliver large scale marketing campaigns, from concept to planning and on and off line media buying.
6. Experience of line management, managing resource flexibly, supporting and developing staff or volunteers including staff working to independent objectives.

## Desirable criteria

1. Experience of strategic planning across a complex organisation and effectively managing team resource and forward planning processes.
2. An audience-focused approach to marketing with a demonstrable ability to adapt messages and methods and target specific groups.
3. Demonstrable understanding and empathy towards mental health problems
4. Experience of leading change in a complex organisation
5. Knowledge of integrated working on complex campaigns or projects
6. Experience of B2B marketing
7. Budget management including forecasting and planning