

**JOB DESCRIPTION AND PERSON SPECIFICATION**

Job title:	<b>Marketing and Communications Manager</b>
Responsible to:	<b>Chief Executive Officer</b>
Responsible for:	<b>Communications Officer</b>
Location:	Hybrid role. Postholder is able to work from home.
Nature of employment:	Permanent
Date of review:	April 2026

**Purpose of post:**

- To lead on the development and implementation of the NHP communications and marketing strategy in line with NHP strategic aims and objectives, including developing marketing plans
- Raise the profile of NHP and build new networks.
- Develop and co-ordinate marketing campaigns across NHP.
- Overall responsibility for brand management and corporate identity, including quality assurance
- Managing the creation, distribution, and maintenance of print and electronic material including brochures, press releases, website content, video's, annual reports, and other marketing material
- Line management of Communications Officer.

**Main Responsibilities**

- Day-to-day management of the communications and marketing work across the organisation, including quality assurance
- Create a wide range of marketing materials and tools for use across the organisation.
- Analyse and report on success of marketing/product activity and produce reports as relevant.
- To review and develop NHP's online presence, including the websites and social media, ensuring these deliver on NHP's strategic objectives.
- To manage, schedule and deliver regular content on our websites and social media channels, with support from the Communications Officer and other key staff who manage our social media platforms.
- To support the Chief Executive in raising the profile of NHP.
- To develop the NHP annual snapshot/impact report and other similar impact material.
- To lead on our NHP News internal communication.
- Organise and coordinate marketing events, exhibitions, launches, and promotional activities.

- To evaluate the success of all our marketing and communications activities to ensure they give maximum value and impact for the organisation.
- To provide regular reports and updates to the senior leadership team and the Trustee Board on the effectiveness of our communications and marketing strategies and/or plans.
- Carry out supervision sessions and other line management duties of the NHP Communications Officer.
- To manage the marketing and communications budget, ensuring North Halifax Partnership financial policies and procedures are followed.
- To train staff across NHP teams around comms/marketing branding guidelines and use of any tools/packages for developing materials/videos.
- To follow all NHP policies and procedures.
- To ensure all personal data held for marketing purposes is GDPR compliant and marketing activity complies with all data protection laws.
- Participate effectively in programmes designed to promote personal and professional development, such as team meetings, training courses, supervision and appraisal meetings.
- Attend relevant training as appropriate.

**Other requirements for this role:**

- All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, in line with the NHP Code of Conduct.
- To actively engage in the performance management review processes.
- To perform the duties specified and other duties as required from time to time under the guidance of a line manager and be willing to undertake other duties as reasonably requested.
- To have a clear understanding of safeguarding policies and procedures and to act appropriately should areas of concern arise, in line with the North Halifax Partnership (NHP) policies and procedures.
- To ensure that North Halifax Partnership's Equal Opportunities policies are proactively implemented to promote inclusion, equality and valuing diversity.
- Attend staff and other meetings and participate in staff training and development events as required.
- To continue personal professional development, as required.
- To ensure adherence to the organisation's policies and procedures with reference to Equal Opportunities, Safeguarding, Data Protection and Health and Safety.
- To work in a flexible manner in line with the organisation's objectives
- To provide excellent customer care in dealings with the public.
- Be willing to work unsociable hours, including some weekends and evenings.
- Willingness to travel across the region.

*Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The postholder will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.*

*This job description is current at the date shown, but, in consultation with you, may be changed to reflect or anticipate changes in the job commensurate with the grade and job title.*

*Please note our standard terms of employment will include a mobility clause to enable the postholder to work in one or more NHP locations. Any requirement to work in one or more location or move location will be discussed with you.*

***North Halifax Partnership Ltd is an equal opportunity employer. We are committed to safeguarding and promoting the welfare of children and we expect all staff and volunteers to share this commitment. An enhanced disclosure and barring service check is undertaken for all staff – a caution or conviction does not automatically prevent an offer of a job, and any issue may be discussed with a prospective employee.***

**PERSON SPECIFICATION**

<b>POST TITLE:</b>	<b>Marketing and Communications Manager</b>	
<b>Attributes</b>	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Supervisory experience</li> <li>• Minimum of 1 year paid experience in marketing management, with accountability/management of projects</li> <li>• Experience of copywriting for both print and digital media across a variety of formats and styles</li> <li>• Developing and implementing PR strategies, including liaison with local and national media</li> <li>• Experience of budget monitoring and contributing to financial forecasting</li> <li>• Experience of planning, organising and the delivery of large-scale events</li> <li>• Experience of evaluating the success of campaigns using relevant marketing tools e.g google analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a charity or third sector organisation</li> <li>• Experience of working with design and media agencies and then developing this work internally to ensure best value.</li> </ul>
<b>Education, qualifications and Training Attainments</b>	<ul style="list-style-type: none"> <li>• Educated to a degree level with a relevant degree e.g. Marketing, Communications or journalism or degree educated with a relevant industry qualification from CIPR/CIM</li> <li>• Strong technical/IT skills and ability to create in-house materials such as flyers, videos and newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrable continued professional development</li> <li>• Experience of using Adobe packages such as Indesign, Photoshop</li> <li>• Experience of creating in-house video content using video editing software</li> <li>• Experience of website CMS systems</li> </ul>
<b>General and Special Knowledge /Ability</b>	<ul style="list-style-type: none"> <li>• Good written and oral communication skills</li> <li>• Good numeracy skills.</li> <li>• Ability to devise, and implement, communications and marketing strategies using the full marketing mix</li> </ul>	



	<ul style="list-style-type: none"><li>• Strong knowledge of digital marketing</li><li>• Excellent computer literacy and a good working knowledge of Microsoft office systems, including word, excel, powerpoint and publisher</li><li>• The ability to gather and present information and compile reports and make recommendations</li><li>• Excellent interpersonal skills to build close working relationships with colleagues, external agencies and suppliers</li><li>• A creative thinker, strong at initiating new ideas and concepts</li><li>• Ability to work in a non discriminatory, sensitive and respectful manner</li><li>• Ability to maintain strict confidentiality</li><li>• Ability to work on own initiative and co-operatively as part of a team.</li><li>• Flexible approach to work and a readiness to accept change with an ability to work within tight deadlines</li><li>• Ability to work flexible hours, which may include occasional weekends and evenings</li><li>• Awareness of equality and diversity</li><li>• Awareness of health and safety in relation to the role</li><li>• Ability to travel in connection with work</li></ul>	
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