

Job Description



Job Title:	Group Marketing Manager
Location:	Groundwork Offices, Wrexham
Responsible to:	Chief Executive
Responsible for:	Marketing Coordinator, Events & Digital Marketing Coordinator, Marketing trainees.
Number of hours per week:	Full Time – 37.5 hours
Salary:	£25,000 - £28,000

Purpose of the job

Plan, produce and oversee the execution of marketing and communications across the diverse range of projects, places and activities managed by the Groundwork North Wales group and will act as an ambassador for the organisation.

The role will manage and oversee the maintenance of the group's websites, and management of all the groups social media platforms. The planning and creation of digital and social media content, and the production of printed media and other marketing collateral.

Ensure compliance with all health and safety requirements by staff, customers, volunteers and visitors at events and that appropriate risk assessments are in place for the activity and where necessary COVID-19.

Summary of Main Responsibilities

Marketing and Communications

- Take responsibility for the development, delivery and evolution of the marketing and communications strategy, working with the CEO to implement further developments when necessary.
- Oversee the maintenance and development of the Groundwork North Wales website, ensuring digital profile is aligned to the objectives of the organisation and provides a proper measurement of success
- Oversee the creation of new pages/sections/images on the website and update web with information, events and photos, ensuring all material is bilingual and up to date.
- Develop a strong knowledge of our audiences on digital channels to drive engagement, grow awareness and increase brand awareness.
- Prepare written materials, including drafting marketing copy, business communications, press releases, annual /impact reports, e-newsletters, brochures and presentations.
- Manage all aspects of production, receipt and distribution of marketing material.
- Support, attend and promote community or business events as an ambassador representing the Groundwork group

- Support the delivery plan for key Groundwork events, including open days and launch events, and support the sourcing and securing of sponsorship.
- With input from the Project Team, each year you will develop, maintain and deliver an annual plan for events that ensures a geographical and sectorial balance, a range of sizes and identify suitable topics.

Financial Management

- Responsibility for managing the marketing budget and for negotiating good value for money with prospective and current media suppliers.

Person Specification

	Essential	Desirable
Knowledge & Experience	<ul style="list-style-type: none"> • Significant experience in marketing and in managing a marketing team in a professional capacity. • Experience of running events from conception to completion. • A Levels, NVQ Level 3 or equivalent qualifications • Skills in content creation in particular press releases • Experience in using social media tools – scheduling, posting, reporting and analytics • Excellent IT Skills. • Use of content management systems for websites • Use of customer relationship management systems • Experience of writing content with SEO optimisation • A good understanding on GDPR and its implementation • An understanding of the relevance of an employee’s social media code of conduct • Experience in planning and executing regular B2C newsletters • Experience in all general business channels of communications 	<ul style="list-style-type: none"> • Marketing or communications background degree and further relevant qualifications. • Copywriting. • Experience of developing marketing strategies and identifying new areas of growth/income/exposure.
People	<ul style="list-style-type: none"> • Commitment to equality and diversity. • Ability to motivate others. • Experience of supporting and working with community groups. • 	<ul style="list-style-type: none"> • Experience of supervising staff and/or volunteers.

Judgement & Initiative	<ul style="list-style-type: none"> • Excellent organisational skills to enable effective marketing and event management. • Ability to lead and work as part of a team. • Confident, enthusiastic and self-motivated. • Ability to plan and prioritise workload effectively to meet targets and deadlines. • Ability to generate ideas for new projects, programmes and initiatives. 	
Communication	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Ability to work with individuals at a variety of levels, internally and externally and in a range of organisations. • Ability to build partnerships and demonstrate good networking skills. • Ability to represent the organisation professionally to internal and external contacts. 	<ul style="list-style-type: none"> • Ability to communicate through the medium of Welsh.
Resources	<ul style="list-style-type: none"> • Ability to manage budgets. • Ability to obtain quotes, record and ensure accurate records of expenditure. • Ability to interpret spread sheets and other financial data. 	
Confidentiality	<ul style="list-style-type: none"> • Understanding of the importance of confidentiality. • Ability to maintain confidentiality as required. 	
Other	<ul style="list-style-type: none"> • Ability to demonstrate the qualities 'Genuine, Reputable, Enterprising, Energising & Needs Driven' in line with Groundwork North Wales' GREEN values. • Well-presented appearance. • Full driving licence. • Appreciation and understanding of Welsh heritage and culture. 	