

<b>Job Title</b>	Marketing and Communications Manager
<b>Salary</b>	£28,129 – £32,456 per annum
<b>Responsible to</b>	Research, Insight and Communications Strategic Lead

### Purpose

To be the focal point for internal and external marketing and communications content to support the overall business objectives of Rise.

To play a pivotal part in driving our marketing strategy to raise our profile, strengthen stakeholder relations and support our projects.

To develop:

- an increased engagement with partners through the promotion of our wide range of activities and expertise;
- an increased awareness of opportunities for our broad range of partners and stakeholders to engage with Rise;
- an increased profile of Rise, that highlights our reputation as the leading voice for sport and physical activity in our area and for helping our partners to catalyse change; and
- the marketing support needed to ensure Rise achieves its overall purpose of unlocking the power of physical activity to positively impact more lives across Northumberland and Tyne & Wear.

### Key Tasks & Responsibilities

- Work with the Research, Insight and Communications Strategic Lead to develop tactical plans to deliver the marketing strategy.
- Manage the Rise brand and develop its promotion to B2B customers.
- Day to day management of all marketing activity, including responsibility for website, social media, internal/external communications including: content writing, PR and preparation of press releases, newsletters, promotional material, literature, video and events to ensure our online and offline presence is maintained.
- As opportunities arise, develop ideas and deliver engaging marketing activities and campaigns to maximise each occasion, including leveraging thought leadership opportunities.
- Management of internal design function and external agencies to deliver services such as graphic design, print, photography and web design.

- Work closely with the Rise team to provide advice and develop marketing plans and materials to support their work.
- Ensure all activity has clear return on investment, is monitored, reported back and used to inform future decisions.
- Understand our key audiences to ensure communication is relevant and timely, utilising the correct channels and messages.
- Keep informed of developments and trends in communication tools and techniques and use these to improve Rise's marketing and communications activity.
- Provide line management to the Graphic Designer.

### General

- Ensure all communications are compliant with the requirements of UK GDPR and maintain a confidential and sensitive approach to personal and organisational information.
- Provide support and assistance with the planning and delivery of events, projects and programmes delivered by Rise.
- Work closely with other members of Rise, providing effective support and building strong working relationships.
- To attend training and development opportunities relevant to the post and/or self-development objectives.
- Any other duties as required, commensurate with the grade and remuneration of the post.

### Number of Reports

Direct Reports: 1

Indirect Reports: 0

### Practical Requirements

The post holder must:

- Operate firmly within the charity's Behaviour Framework at all times.
- Be a leading advocate for the benefits that physical activity and sport can play in developing communities and individuals.
- Ensure compliance with Rise's internal procedures and all legal requirements.

Last Updated: June 2023

Date of Next Review: June 2024