

Job Description

Job title:	Marketing Communications Manager
Department:	Marketing
Reports to:	Marketing Director
Location:	Home based, but some travel to team/company meetings and events will be required as part of the role.
Job role:	The Marketing Communications Manager will work as part of the Marketing team and be responsible for the development of a range of internal and external marketing communications activities, including content marketing activity. The ideal candidate will possess exceptional writing skills and will lead on content development for our prospect, client and staff written communications and will own and deliver the content marketing strategy. You will be an expert in all things content and develop the consistent brand message and tone of voice across the online and offline channels.
Qualifications:	<ul style="list-style-type: none"> • Degree or equivalent. • CIM Diploma or above is desirable.
Profile:	<ul style="list-style-type: none"> • Minimum of five years' experience within a marketing communications environment. • An outstanding communicator with very strong written; verbal; grammar and copywriting skills. • Excellent attention to detail. • Extensive experience in copywriting for both content and email marketing. • Experience in designing, planning and implementing a content strategy. • A creative thinker with a keen interest in developing new ways to deliver our messages. • Proven knowledge of how to maintain and grow a social media presence. • A proven ability to undertake background research to produce documents, briefing papers, reports, white papers and presentations, including independent analysis and discussion. • Excellent influencing skills in order to be credible and to secure the right involvement of senior stakeholders across your projects. • Strong relationship builder with teams, other departments and external partners. • Proactive self-starter, able to work effectively as part of a team and with the ability to work without being micro-managed. • Highly organised and pragmatic with a willingness to roll-up your sleeves and do what's needed to get the job done. • Used to working in a challenging, fast-paced, professional environment and capable of working with multiple deadlines and under pressure. • B2B/professional services environment experience is preferred. • Knowledge of public sector is desirable. • Experience with social listening tools and HubSpot or similar marketing automation platform is desirable.
Principal Tasks and Activities:	<p>Working closely with the Marketing Director, provide a broad range of communications support to the organisation including:</p> <ul style="list-style-type: none"> • Developing and delivering the content marketing strategy across all our media channels, reaching; clients; prospects; influencers; potential employees and referrers. • Continuously develop, manage and execute a content calendar, working with the client facing teams to identify opportunities and work with them to generate valuable and accurate content. • Identifying the stories from the market and business, from news stories and service developments through to thought leadership, turning this into content that can be deployed across all our owned channels social media, website and blog • Producing engaging content across multiple formats, including: web pages, news items, case studies and email marketing and to support the wider Marketing team in developing

	<p>videos, press releases, brochures, award entries, infographics, blogs and social posts.</p> <ul style="list-style-type: none"> • Supporting the development of marketing propositions and sales messages. • Maintain the corporate voice across all communications (internal and external), delivering engaging content across to increase the volume and level of engagement of followers. • Monitor external social content related to the NHS and other relevant markets, to ensure we have a voice in appropriate conversations. • Working with our client facing and internal teams, develop and keep an up to date, deep product knowledge to enable production of relevant, targeted content and to identify potential content marketing opportunities. • Work with our internal team to improve their social presence and influence to give them a voice of authority in a competitive market. • Work with our Marketing Manager to identify and develop powerful campaign themes, thought leadership activity and content for external audiences. • Utilise our existing thought leadership activities and publications to engage with our audiences and help develop new material. • Working with the marketing team, implement platforms and tools to monitor social media performance. • Supporting employee engagement via internal communications activities. • Generating activities to maintain Liaison's profile and position of the market leader in all it does. • Ensure data security obligations concerning clients and the company are adhered to.
Miscellaneous:	<p>In addition the postholder will be expected to :-</p> <ul style="list-style-type: none"> • Undertake training and development deemed necessary for the pursuance of the post. • Ensure that Health & Safety is observed in the course of employment. • Comply with the contract of employment and company policies and procedures. • Comply with any reasonable requests which may be communicated by the company from time to time. <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company. The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>