

SECTION 1 : JOB DESCRIPTION

JOB TITLE:	PR & Marketing Manager		
SERVICE AREA:	Marketing		
DIVISION:	Group		
GRADE:	4 - £27,741 up to £32,234 pending job evaluation	NO OF POSTS:	1
ID REF:	tbc	DATE:	November 2021

1. JOB PURPOSE:

- 1.1 To support the Director of PR & Marketing in the delivery of a professional, customer focussed, outcome-oriented marketing and PR function for Acivico Group, individual Acivico business units and the Constructing West Midlands (CWM) framework.
- 1.2 The role will cover all aspects of external and internal PR, communications and marketing activity including media relations, editorial and other copywriting, social media activity, online marketing, the creation of marketing literature and other collateral, internal comms and CSR related marketing.
- 1.3 Some crisis communications experience would also be useful but this is not essential.

2. DUTIES AND RESPONSIBILITIES:

- 2.1 The PR & Marketing Manager will have responsibility for:
 - helping to maximise positive PR and marketing opportunities for the business
 - delivering what has been agreed on time, to standard and on budget
 - meeting editorial and other deadlines
 - preparing material for PR & marketing reports as required by the PR & Marketing Director
 - maintaining the highest standards of work and professionalism when acting on behalf of Acivico Group, Acivico businesses and the CWM framework.
- 2.2 The PR & Marketing Manager will have responsibility for the delivery of specific projects within the PR and marketing programme (as agreed with the PR & Marketing Director) as well as providing the ongoing support required to deliver external and internal PR, communications and marketing activity for the business.

- 2.2 When given responsibility for specific project management, the PR & Marketing Manager will have responsibility for managing external suppliers, and related budget management.
- 2.2 The PR & Marketing Manager will be expected to provide advice to internal and external stakeholders on matters in which she/he has sufficient expertise (advice and support should be sort from the PR & Marketing Director whenever necessary).

3. SUPERVISION RECEIVED:

3.1 **Supervising Officer:** PR & Marketing Director

3.2 Level of supervision

- 1. Left to work within established guidelines subject to scrutiny by supervisor

4. SUPERVISION GIVEN: N/A

5. SPECIAL CONDITIONS: Nil

SECTION 2: PERSON SPECIFICATION

Post: PR & Marketing Manager Grade: Four
 Division PR & Marketing

Method of Assessment : AF = Application Form; I= Interview; T = Test/Exercise; P = Presentation

Criteria	Essential	M.O.A.
Education/Qualifications	Ideally holds a professional PR and/or marketing qualification	AF
Experience	Demonstratable B2B PR and marketing experience gained in-house or in consultancy (agency)	AF & I
	Project/campaign management experience showing how a project was delivered and evaluated against objectives	AF & I
	Media relations and coverage generation	AF & I
	Social media and online marketing campaign delivery	AF & I
Skills & Ability	Project Management: An ability to manage projects/campaigns and to deliver objectives on time and on brief with minimum supervision	AF & I
	Copywriting: an ability to draft copy for marcoms and editorial purposes	AF & T
	Strong social media skills on B2B platforms including LinkedIn, Twitter and YouTube	AF & I
	Good evaluation and reporting skills	AF & I
	Ability to deliver a consistently high standard of work in a fast-paced environment	AF & I
	Strong organisational skills, with the ability to prioritise work and to work to deadlines	AF & I
	Good interpersonal skills with the ability to communicate with different audiences up to (but not including) Board level and to respond professionally and promptly to colleagues	AF & I
	Ideally a good working knowledge of Click Dimensions or similar e-marketing software	AF & I
	Good working knowledge of Microsoft Office including PowerPoint, Word and Outlook	AF & I
Training	Commitment to ongoing CPD	AF & I