

Marketing and Communications Manager

Job description

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Job description

Working as a part of Inform's growing creative team, the Marketing and Communications Manager will lead internal communications, as well as support tactical external campaigns and client work as needed.

You'll work with our Marketing and Communications Lead to devise the annual marketing and communications plan and help keep us to task.

As an excellent communicator with uncommonly good writing skills, you'll have useful experience in communications and/or marketing roles. You must be able to demonstrate a senior role in at least one major internal or external campaign.

Job type

Full-time

Hours

40 hours per week

Location

Home-based, with travel to customer sites as needed on occasion

Salary

£45-50k

Reporting to

Marketing and Communications Lead

Line management responsibilities

None, though you will help manage the task list and develop the skills of our Digital Marketing Executive (apprentice)

Responsibilities

Overall, you'll help shape the voice and image of The Inform Team and bring creativity and thought to our work. While this is a new role and you can help shape its development, these will be your key tasks:

- Supporting the Marketing and Communications Lead to develop innovative internal and external communication activities.
- Developing and delivering tactical plans and campaigns to help connect our colleagues to our work and purpose.
- Reviewing our communications and engagement channels and looking for new opportunities and ways to exploit them.
- Writing content and copy and developing this collaboratively with our Digital Marketing Executive and with the Marketing and Communications Lead.
- Translating Inform's work and ambitions for its clients into useful, consumable content
- Sharing positive client stories internally and externally – we have an enviably high NPS and we'd like to translate some of the stories that sit behind this.
- Client work as needed – this often involves translating IT-related information into targeted and relatable content across different channels for a non-tech audience.
- Developing our tone of voice and style – and encouraging our people to apply it in their work.

About you

Your attitude will be as important as your experience. At Inform, we are all about collaboration – especially around learning from, and supporting each other, in our growing company. We develop our skills, celebrate each other's successes and support each other when the days are particularly busy.

In regard to your skills and experience, we're excited to see what you will bring to our team and we're looking for someone who is:

- An exceptional writer and communicator.
- Ready to lead their own campaigns and has led or supported communications for at least two major change programmes.
- Not afraid to express their ideas and experiment with a new approach.
- Good at all-round project management and organisational skills.
- Able to iterate work as part of a team.
- Able to prioritise and manage high volumes of work.
- Proactive, efficient and *gets the job done*.
- Self-motivated – we all work from home unless meeting clients or on occasional team catch ups, so you need to be happy in your own company and able to work virtually.

It would be helpful, but not essential, if you have experience in:

- Technology-focused change programmes (knowledge of Microsoft 365 / Office 365 would be an advantage).
- An agency environment.

And of course, everything you would expect from a marketing and communications professional – strong listening, writing, and speaking skills alongside great attention to detail.

What we offer

Because we embrace the opportunities from the technology we help roll out, we have flexible working patterns to fit in with your travel, families, personal development and other activities. We think this helps our team be the fully rounded experts our clients need. Alongside generous pay, we try to create a learning and social environment. So while we have a working-from-anywhere set up, you will feel connected and supported.

We offer company leave between Christmas and New Year on top of annual leave, free eye tests, childcare vouchers, contributory pension, death-in-service cover and support for your learning and development. We offer referral fees to employees and contractors.