Job Description

**Job title** Communications and Marketing Executive

**Department** People & Stakeholders

**Reports to**  Marketing Manager

**Job Summary**

Work closely with the Marketing Manager to develop, implement, deliver and manage the internal communications strategy.

Work with the Marketing & Commercial Manager to ensure timely delivery of External Communications, including company press releases.

Develop digital and social media channels to meet diverse customer requirements ensuring accessibility for all.

Analyse all available data to inform customer experience and marketing decisions and optimise service improvement.

**Main responsibilities**

* Champion internal communications across the business at all levels to deliver complex messages in an audience appropriate manner during large scale business change
* Deliver regular corporate communications through a weekly bulletin and quarterly print newsletter
* Drive and facilitate the improvement of internal communication by working closely with business heads to develop corporate communication standards
* Curate and analyse internal feedback on communications at all levels to inform future communications strategy
* Manage the creation & maintenance of copy and content across the company website & app
* Effectively evaluate and report on success of content listed on our digital channels.
* Populate and manage the social media schedule to ensure daily content and updates are posted via company social media channels, and customers interactions are responded to in a timely manner.
* Ensure accurate and timely delivery of customer communications via all available channels, working with the wider Marketing Team
* Work with the M&C Manager to deliver a pro-active PR strategy to ensure consistent positive business messaging is distributed through local, regional and industry press.
* Work closely with internal and external stakeholders to inform new and exciting customer products, drive revenue and exploit commercial opportunities
* Undertake daily Marketing administrative tasks to support the Marketing Manager
* Carry out such tasks as may reasonably be required by the Marketing Manager or other members of the management team.

**Required Skills and experience**

* Passionate about customers
* Excellent verbal and written communication skills at all levels
* Excellent I.T and analytical skills
* Ability to engage with and utilise new technology
* Flair for exploiting new opportunities
* Networking skills/relationship building
* Competent data analyst
* Creative, out of the box thinker
* **Working Relationships – Internal & External**
* Customers
* Marketing and Customer Experience Team
* Stakeholders
* All business heads and respective supervisory teams
* Hours of work – Monday to Friday with possible work on weekends as required.