



<b>JOB DESCRIPTION</b>	
<b>Job Title</b>	Marketing and Communications Manager
<b>Department</b>	Heart of the City
<b>Grade</b>	D
<b>Location</b>	Innovation & Growth
<b>Responsible to</b>	Director

### **About Heart of the City**

Heart of the City is an independent charity which is housed and supported by the City of London Corporation. The team is employed by the Corporation and seconded to the charity.

Heart of the City works with SME businesses to help them to develop responsible and sustainable business training programmes which can range from supporting their local community, to reducing their environmental impact or tackling diversity and wellbeing in the workplace.

Heart of the City delivers its programmes with the support of a powerful network of 'ambassador' companies who share their expertise and resource to help SME member companies get started in responsible business. The charity's Co-Presidents are the Lord Mayor and the Governor of the Bank of England.

Heart of the City is currently delivering a number of exciting projects including the expansion of its services to support SMEs across the whole of the UK, a City-focused climate action course for small businesses in the Square Mile to ensure they are contributing to the City of London's net zero targets as well as a project to support London's ethnic minority owned businesses with responsible business and being supplier ready.

### **Purpose of Post**

Reporting to the Director, you will lead on the strategy, planning, design, content and delivery of marketing and communications to our SME members and other stakeholder groups including sustainability and procurement experts in the private and public sector.

You will lead on planning and producing high quality digital marketing materials to help raise the profile of Heart of the City and to recruit new companies to our programmes.

You will develop and deliver an integrated marketing and communications strategy which positions Heart of the City as the leading responsible business network for SMEs.

You will maximise engagement with our SME members and potential members as well as larger organisations through the development of content for our website and the management of our social media channels. You will be responsible for our monthly and quarterly e-newsletters including writing the content, planning and delivery.

The role also involves supporting the planning and delivery of events to help recruit new members to our programmes and supporting the wider team to deliver our regular workshops and seminars.

This is a diverse role that requires strong marketing, communications and organisational skills and an individual who will enjoy the strategic, practical and creative elements of a busy role. You will be part of a small and dedicated team committed to supporting our SME members to develop strong responsible business programmes.

## **Main Duties & Responsibilities**

1. Lead on the strategy, development and delivery of Heart of the City's marketing and communications plan for our responsible business programmes
2. Lead on digital marketing activities to help recruit SMEs to our programmes including paid social media ads and Google Ads; developing a strategy; testing to develop activities; creating content; running the ads and analysing the results
3. Be responsible for the design work for the charity: creating images, videos and other assets for marketing campaigns as well as designing documents for our online resources
4. Manage, plan, write and commission content for and deliver our monthly online newsletter, quarterly member e-newsletters and HotC Highlights (our monthly useful resource email)
5. Manage and deliver our social media communication channels
6. Place stories and press releases in relevant media, by both using our own relationships with media outlets and working closely with the City of London Corporation press and media team
7. Act as the brand guardian for the charity: developing a visual identity and tone of voice, training the rest of the team in how to use brand guidelines and edit content to make sure it fits the guidelines
8. Manage relationships with external agencies to create marketing materials and the Heart of the City website
9. Be responsible for the marketing and communications budget
10. Lead audience research for the charity both in terms of finding out how new audiences want to hear from us and in terms of user research when developing new content and platforms
11. Manage the Heart of the City website – make updates, commission content, write content and manage the relationship with our external website developer
12. Lead on the production of our annual impact report including creating the timeline, commissioning content, designing the report online and communicating about it
13. Deliver the communications related to our annual high-profile Mansion House event
14. Research and report on external opportunities (i.e. cross-promotion through partners, new communications ideas and channels)

15. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
16. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
17. To undertake any other duties that may reasonably be requested appropriate to the grade

## PERSON SPECIFICATION

Please find below the key skills, experience and core behaviours required to undertake this post.

### Technical Skills / Professional Qualifications / Relevant Education & Training

- Demonstrable understanding of how marketing and communications activities and practices deliver ROI
- Knowledge of modern digital communications and marketing practices
- Working knowledge of Google Analytics, Google Ads, Meta Ads, Adobe InDesign, Illustrator and Canva
- Experience of WordPress, Drupal or similar
- Experience of Mailchimp, Eventbrite, Typeform, SurveyMonkey or similar
- Experience of Salesforce or other CRM databases

### Experience Required

- A proven track record of developing marketing and communications plans for SME engagement or similar activities
- A proven track record in delivering increased engagement through marketing and communications
- Experience of running Google Ads and using paid ads (Meta and Google) – creating content, targeting and retargeting
- Experience of running email marketing campaigns, using both cold data and engaged lists
- Experience of developing a brand identity, owning it and training others how to use it
- Experience of writing digital content
- Experience of commissioning content and editing writing to fit a brand style
- Experience of running a website
- Experience of creating learning resources from planning to writing, editing, design and distribution
- Experience of working with the media – placing ads, press releases and stories in relevant publications
- Experience of running corporate social media accounts, increasing following and engagement of them and developing new accounts
- Strong written and verbal skills
- Strong attention to detail
- Strong organisational skills
- Strong interpersonal skills and the ability to communicate, build relationships and negotiate effectively at all levels both within and outside an organisation
- Experience using integrated communications involving digital and social media

**Other Relevant Information e.g. working hours or desirables (only if applicable)**

- Some travel within London may be required
- Hybrid working is available, with some time spent in the office (Guildhall, City of London) and some time spent working remotely

**Recruitment – Note to Applicants**

*The qualifications, experience and technical skills will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.*

*Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.*





# Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

## **Salary**

The salary range for this job is £38,360 - £43,050 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

## **Contract**

The position is offered on a permanent basis

## **Hours of Work**

Normal hours of work are 9am – 5pm, being 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

## **Frequency and Method of Payment**

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

## **Annual Leave**

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

## **Sickness Absence and Pay**

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

## **Pension**

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



### **Continuous Service**

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

### **Probationary Period**

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

### **Notice Period**

1 month by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

### **Employee Volunteering Programme**

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.