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| **Job Title** | Marketing and Communications Manager |
| **Salary** | £30,126 - £34,760 per annum |
| **Responsible to** | Head of Communications and Marketing |

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| **Purpose** |
| To be the focal point for internal and external marketing and communications to support the overall business objectives of Rise.  To play a pivotal part in driving our marketing strategy to raise our profile, strengthen stakeholder relations and support our projects.  To develop:   * an increased engagement with partners through the promotion of our wide range of activities and expertise; * an increased awareness of opportunities for our broad range of partners and stakeholders to engage with Rise; * an increased profile of Rise, that highlights our reputation as the leading voice for sport and physical activity in our area and for helping our partners to catalyse change; and * the marketing support needed to ensure Rise achieves its overall purpose of unlocking the power of physical activity to positively impact more lives across Northumberland, Tyne & Wear and County Durham. |
| **Key Tasks & Responsibilities** |
| * Work with the Head of Communications and Marketing to develop tactical plans to deliver the marketing strategy. * Manage the Rise brand and develop its promotion to B2B customers. * Responsibility for website, paid and social media, internal/external communications including: content writing, PR and preparation of press releases, newsletters, promotional material, literature, video and events to ensure our online and offline presence is maintained. * Look for new opportunities and ways to communicate with our audiences, develop ideas and deliver engaging marketing activities and campaigns to maximise each occasion, including leveraging thought leadership opportunities. * Management of internal design work and external agencies to deliver services such as graphic design, print, photography and web design. * Work closely with the Rise team to provide advice and develop marketing plans and materials to support their work. * Ensure all activity has clear return on investment, is monitored, reported back and used to inform future decisions. * Understand our key audiences to ensure communication is relevant and timely, utilising the correct channels and messages. * Keep informed of developments and trends in communication tools and techniques and use these to improve Rise’s marketing and communications activity. * Provide line management to the Marketing and Communications Officer.   **General**   * Ensure all communications are compliant with the requirements of UK GDPR and maintain a confidential and sensitive approach to personal and organisational information. * Provide support and assistance with the planning and delivery of events, projects and programmes delivered by Rise. * Work closely with other members of Rise, providing effective support and building strong working relationships. * To attend training and development opportunities relevant to the post and/or self-development objectives. * Any other duties as required, commensurate with the grade and remuneration of the post. |
| **Number of Reports** |
| Direct Reports: 1  Indirect Reports: 0 |
| **Practical Requirements** |
| The post holder must:   * Operate firmly within the charity’s Behaviour Framework at all times. * Be a leading advocate for the benefits that physical activity and sport can play in developing communities and individuals. * Ensure compliance with Rise’s internal procedures and all legal requirements. |

Last Updated: July 2025

Date of Next Review: *July 2026*