

Job Description

Job Element	
Job title:	Communications Manager
Department:	Marketing
Reports to:	Marketing Director
Location:	Remote (Midlands preferred)
Permanent, FTC or temporary contract:	Permanent
Full or part time:	Full time
Job summary:	<p>The Communications Manager is responsible for the development of a range of internal and external communications activities to raise the profile of Liaison Group to prospects, influencers and clients and improve staff engagement.</p> <p>The ideal candidate will possess excellent writing skills and will lead on PR and media relations, website content and social media strategy, ensuring a consistent brand message and tone of voice across online and offline channels.</p>
Principal tasks and activities:	<ul style="list-style-type: none"> • Developing and delivering a broad, integrated communications plan reaching client, prospects, influencers, potential and current employees. • Continuously develop, manage and execute a social media and website content strategy, working with the Marketing Managers and Events Manager to identify opportunities and work with them to generate valuable and accurate content. • Identifying the stories from the market and business, from news stories and service developments through to thought leadership, turning this into content that can be deployed across all our owned channels social media, website and blogs. • Support the wider Marketing team in developing videos, press releases, brochures, award entries, infographics, blogs and social posts. • Manage and develop the corporate tone of voice across all

communications (internal and external).

- Monitor external social content related to the NHS and other relevant markets, to ensure we have a voice in appropriate conversations.
- Work with our internal business teams to improve their social presence and leverage influence to give them a voice of authority in a competitive market.
- Work with our Marketing Managers to identify and develop powerful campaign themes, thought leadership activity and content for external audiences.
- Work with our HR team to develop and communicate internal news, successes, staff surveys, reward schemes, and lead on our new internal communications portal.
- Lead on internal brand engagement and train colleagues on applying our brand guidelines and tone of voice to their communications and documents.
- Work with Liaison Amani trustees to promote and share the company's charitable and fundraising activities.

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<p>Person specification:</p> <p>Experience</p> <p>Skills & competencies</p> <p>Qualifications & training</p> <p>Environmental considerations e.g. use of a car</p> <p>Behaviours in line with company values</p>	<ul style="list-style-type: none"> • Demonstrable experience in a broad communications role, with a good degree of experience at management level. • Experience of line managing, coaching and developing a team. • Knowledge of the NHS/healthcare sector preferred. • B2B/professional services environment experience preferred. • Experience in producing engaging website content for B2B audiences, including measuring and reporting. • Experience in devising and implementing an effective B2B social media strategy, including measuring and reporting. • Experience with social listening tools and HubSpot or similar marketing automation platform is desirable. <ul style="list-style-type: none"> • Used to working in a fast-paced, challenging professional environment, juggling competing priorities. • An outstanding communicator with strong presentation skills, copywriting skills and the ability to build internal and external relationships at all levels. • A creative thinker with a keen interest in developing new ways to deliver our messages. • A proven ability to undertake background research to produce documents, briefing papers, reports, white papers and presentations, including independent analysis and discussion. • Excellent influencing skills in order to be credible and to secure the right levels of involvement of senior stakeholders across projects. • Proactive self-starter, able to work effectively as part of a team as well as being motivated to deliver projects without direct supervision. • Highly organised and pragmatic with a willingness to roll-up their sleeves and do what's needed to get the job done. <ul style="list-style-type: none"> • Degree or equivalent in Media, Communications, Journalism or similar subject. • CIPR or CIM qualification preferred but not essential. <p>Car not essential but you must have the ability and willingness to travel within the UK.</p> <p>Demonstrating the values of inspiring and guiding our colleagues and clients with creativity, knowledge and delivery of an ongoing marketing programme.</p>
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<p>Key Performance Indicators</p>	<ul style="list-style-type: none"> • Support in the delivery of regular reports to measure campaign effectiveness, ROI and departmental KPIs. • Day to day administration of the relevant business communications activity to ensure all activities are completed, measured and reported on.
<p>Miscellaneous:</p>	<p>In addition, the postholder will be expected to:</p> <ul style="list-style-type: none"> • Undertake training and development deemed necessary for the pursuance of the post. • Ensure that Health & Safety is observed in the course of employment. • Comply with the contract of employment and company policies and procedures. • Comply with any reasonable requests which may be communicated by the company from time to time. <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p> <p>The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>

