



MARKETING NG

## Marketing NG Job Description

**Title:** Communications Manager  
**Reporting to:** Head of Marketing  
**Salary:** Circa £30,000 depending on experience  
**Term:** Full time, permanent

### Job Purpose:

1. Strategic lead on communications for Marketing NG (MNG).
2. Manage the day to day running of MNG's Communications and PR department.
3. Raise the corporate profile of MNG.
4. Increase profile of Nottingham and Nottinghamshire as a place to invest, visit, work and study.
5. Maximise PR opportunities, securing maximum media coverage for Nottingham and Nottinghamshire.

### Duties

1. Support the Head of Marketing and deliver the master communications plan for MNG.
2. Manage delivery of communications activity for the three core strands of the business: Visit Nottinghamshire, Invest in Nottingham and Nottingham Partners.
3. Work closely with the Chief Executive of MNG, particularly on corporate and political issues, to positively maintain and enhance the reputation of the organisation.
4. Support and engage with members, local and regional stakeholder groups on special projects benefiting the promotion of Nottinghamshire.
5. Devise and implement MNG's PR Plan to deliver business KPI's and raise the profile of Nottinghamshire as a leisure, business and investment destination via a programme of media visits and other proactive media activities.
6. Publicise achievements and generally raise the corporate profile of MNG via press releases and other appropriate media activity.
7. Copy-write, supply and proof all internal and external materials from print to online publication.
8. Contribute to MNG's social media strategy and proof content for PR and brand protection benefits.
9. Work in partnership to provide additional PR support for key projects and partners.
10. Issue strategic and proactive press releases; innovate stories and draft responses to press enquiries promoting awareness of Nottinghamshire's offer, highlighting corporate projects, achievements and milestones.
11. Represent the business through radio, TV and telephone interviews when requested.
12. To provide information or copy, statistical data, images and video for internal and external print and online publications.
13. Manage the Communications Executive role. Support and deputise in the management of the wider Marketing Team when necessary
14. To work flexibly in time and duties; contributing to all the activities of Marketing NG which may include working outside normal working hours for particular events and activities and to carry out any other duties as may be required by the company from time to time.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Proven expertise in drafting proactive materials including press releases and media packs, and providing responses to media enquiries</li> </ul>	<ul style="list-style-type: none"> <li>• Qualification in PR or marketing field</li> <li>• Working knowledge of the tourism, leisure and culture market</li> <li>• Familiarity with Nottinghamshire tourism product</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to deliver TV and radio interviews competently and professionally</li> <li>• Proven ability to manage competing priorities and to adopt a flexible approach to projects</li> <li>• Evidence of relationship building with journalists at local, regional and national level</li> <li>• Proven ability to deliver work on time and to a high standard, consistently meeting targets</li> <li>• Ability to develop and sustain effective working relationships with staff at the highest level within organisations</li> <li>• Use of new and social media and digital PR initiatives</li> <li>• Highly developed oral and written communications, interpersonal and diplomacy skills</li> <li>• A creative and innovative team player with attention to detail and accuracy</li> <li>• Ability to work collaboratively and flexibly with key stakeholders and project partners to deliver set objectives and common purpose</li> <li>• Well organised, a problem solver and prepared to use own initiative</li> <li>• Ability to meet tight deadlines and work calmly under pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to achieve required goals irrespective of setbacks or problems and to take responsibility for resolving issues</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience of coordinating and delivering PR campaigns</li> <li>• Experience of working in a PR consultancy, or press office in a complex, stakeholder driven organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Existing relationships at and/or an up to date contact database of national press titles and relevant trade titles</li> </ul>

