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| Job Title: Marketing and Communications Manager | Location: Hybrid (Home / Office – main office location being Llangefni) | Salary Band: £38,843.23 - £48,175.00 (Managerial) + defined benefit pension. |
| Reports To: Corporate Director | Responsible for: PR and Communications Officer | Contract Length: 12 months with the possibility to extend. |
| Hours: Full-time (37 hours a week), however consideration will be given to applications to work part-time (on a pro rata basis). | | |
| Purpose of the Role: Responsible for developing, implementing, and overseeing strategic marketing and communication plans to support Menter Mon’s brand, goals, and business objectives both internally and amongst external stakeholders. | | |
| Responsibilities | | |
| Strategic Planning: <ul style="list-style-type: none"> • Develop and implement marketing and communications strategies. • Align marketing initiatives with Menter Mon’s (group) vision / business goals. • Work with Managing Director and Senior Managers to ensure messages are consistent, relevant and impactful. Brand Management: <ul style="list-style-type: none"> • Oversee Menter Mon's brand positioning and consistency across all channels and portfolios. • Maintain and evolve brand guidelines. Content Creation & Management: <ul style="list-style-type: none"> • Develop an understanding of all project activity and support teams in the content development for digital platforms, press releases, newsletters, and brochures. • Identify and lead on compelling stories. • Manage content calendars across all platforms (social media / website etc). Digital Marketing: | | |

- Work with external contractors to manage website content, design, and performance.
- Track analytics and optimize digital marketing efforts.

Media & Public Relations:

- Build and manage media relationships.
- Prepare press releases and handle media inquiries.
- Coordinate interviews, press events, and public appearances.

Explore and experiment:

- Adopt innovative techniques to communicate messages to various audiences. The postholder is expected to demonstrate a willingness to try new approaches.

Event Management:

- Support and collaborate with teams in the planning and managing of promotional events, product launches, trade shows, and webinars.

Internal Communications:

- Support internal engagement through digital updates, newsletters, and employee announcements.
- Align internal messaging with company culture and objectives.

Leadership & Collaboration:

- Create and manage relationships with all staff – Directors, Managers, Project Officers and support officers.
- Work with and manage external contractors e.g. design, film production, event management and general communication support.
- Attend internal monthly managers' meeting and other strategic meetings where applicable.
- Manage small budgets as agreed with project teams.

Representing the company: Take a proactive approach in developing external stakeholder relationships to promote the company and develop its reputation locally and nationally.

Other: Undertake any other duties as reasonably required by line management and/or the Senior Management Team.

| Skills / Experience | Qualifications | |
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| <p>Essential:</p> <ul style="list-style-type: none"> • The ability to communicate (orally and written) to the highest standard in Welsh and English • Ability to manage multiple projects and deadlines. • Capable of collaborating effectively with individuals at all levels of the organization, while confidently challenging ideas when necessary. • Knowledge and understanding of marketing tools and analytics • Working knowledge of various social media channels to communicate specific messages. • Experience of developing and implementing communication plans. • Experience of using various methods to create content e.g. short films, podcasts, infographics. (applicants are not expected to have skills across all types of content creation) • An inquisitive nature and an eagerness to learn about all Menter Môn activity, from tidal energy to water vole conservation. • The ability to gauge a response and maintain a consistent tone of voice across all communications. • The ability to lead on communication across the company, and direct staff at all levels to ensure the adoption of the communication plan. <p>Desirable:</p> <ul style="list-style-type: none"> • An awareness of Menter Môn's activities across various sectors. • Familiarity with the area and with the various stakeholders. • Leadership or team management experience. | <p>Essential:</p> <ul style="list-style-type: none"> • Educated up to degree level • Degree or qualification in Marketing, Communications, Public Relations, or related field. | <p>Desirable:</p> <ul style="list-style-type: none"> • Leadership or Team Management Qualification |

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| <ul style="list-style-type: none">• An established relationship with various press and media outlets. | | |
| Characteristics | Other | |
| These describe the characteristics we expect in an individual in this role. <ul style="list-style-type: none">• Organised• Innovative• Committed• Inquisitive | A full UK Driving License and access to own car | Yes |
| | A willingness to work outside normal working hours | Yes |
| | A willingness to travel | Yes |
| | The ability to communicate in Welsh & English | Yes |