
Job Description: Marketing & Communications Manager

| | |
|--------------------|--|
| Job Title: | Marketing & Communications Manager |
| Reports to: | Senior Manager - Evaluation, Learning and Communications |
| Manages: | Publications & Engagement Manager, 2 Communication Officers, Web Consultant |
| Location: | Oxford |
| Terms: | Full time, permanent |

Overall Purpose

To increase the reach and impact of INASP's profile and visibility through the delivery of high value and influential marketing, communications and PR in the UK and internationally, thereby significantly contributing to the development of new programme partnerships and funding opportunities.

To achieve this you will work with the Communication and Programme teams, developing and implementing a marketing and communications strategy across a range of reactive and strategically planned opportunities in print, media, events and online.

You will manage a small communications team across multiple programmes and locations, motivating and supporting staff to deliver high quality work and will have an active role in implementing marketing and communication activities, particularly around direct marketing and support to INASP's ED.

This role is full-time, based in our Oxford office.

Key Responsibilities

Marketing & Communications

- Develop and deliver creative marketing and communication strategies, plans and approaches to help market and position INASP to attract partners and win funds
- Plan the marketing and communications strategies for specific areas of INASP's work and for different audiences. Work with the communication, programme and senior management teams to put the strategy into practise. This will include
 - Design and develop creative communication and marketing products – presentations, briefings, etc. that will maximise INASP's message, support programme objectives and contribute to the research sector.
 - Plan and implement direct marketing approaches including targeting, personalisation of messages and measurability; data analysis, customer profiling and segmentation
 - Develop a digital strategy in conjunction with P&E Manager
 - Develop a web strategy covering INASP's websites. Tender for a new website development and develop processes to keep INASP's websites up to date.
 - Develop and oversee a strategic programme of activities and events for INASP's 25th anniversary (2017)
 - Ensure the brand meets expectations through monitoring marketing trends and partner and funder feedback.

- Manage, with the communication officers, mailing lists on behalf of INASP and work closely with the Fundraising Coordinator to ensure that mailing lists across the organisation work together
- Manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget.
- Contribute to and strengthen fundraising proposals and funder reports to ensure robust and creative marketing and communication considerations are adopted.
- Represent INASP at external meetings and conferences.
- Act as the first point of contact for SMT and the Executive Director with regard to INASP external communications such as providing support with conference presentations.

Staff Management

- Performance and operational management of a small team working across multiple programmes and locations. Inspiring, motivating and supporting staff so that they are thinking and acting at their best, delivering high quality work, working as an effective team and meeting organisational and individual objectives.
- Support the professional development of the team to continuously develop skills and expertise and support career development aspirations.
- Coordinate (and in some cases manage) the work of external communication consultants and identify new consultants with additional expertise

General

- Contribute to the overall development of INASP strategies and plans.
- Ensure the values of participation, partnership, sustainability, social responsibility, cost effectiveness, transparency and accountability are reflected in your work.
- Any other responsibilities as may reasonably be required from time to time.

This post may require travel of up to 40 days per year. There is also an expectation of occasional 'out of hours' travel and external/internal events

Person Specification:

| Requirement | Essential | Desirable | Method of assessment |
|--------------------------------|---|--|------------------------------|
| Qualifications | Degree qualification (preferably in Marketing, Media, Communications or Journalism) | Masters qualification (preferably in Marketing, Media, Communications or Journalism) | Application |
| Knowledge | <p>Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation</p> <p>Have a good understanding of social media and the impact technology is having on communications and collaboration.</p> | | Application, Interview |
| Skills & Experience | <p>A strategic and creative thinker with proven experience of working on diverse and wide ranging communication strategies including all forms of media</p> <p>Strong management and leadership skills demonstrated by evidence of leading high performing teams that contribute to organisational objectives and show resilience in the face of changing priorities</p> <p>Experience of developing and managing strong and complex relationships across programmes as part of a centralised function and externally with multiple stakeholders.</p> <p>Experience of working in international development</p> <p>Experience of managing of websites</p> <p>Experience of measuring the impact of communications products and changing strategies as a result of the findings</p> <p>Excellent project management skills</p> <p>Proficient in the use of IT Systems including Microsoft Office packages</p> <p>Excellent verbal and written communication skills and an ability to communicate clearly with a range of people from diverse</p> | <p>Experience of tendering for a new website</p> <p>Experience of communication using low bandwidth</p> <p>Experience of working in a small to medium sized international development organisation</p> <p>Experience of acting as a spokesperson for an organisation</p> <p>Experience of contributing to fundraising proposals</p> <p>Strong monitoring and evaluation skills</p> | Application, Interview, Task |

| | | | |
|-------------------|---|--|------------------------|
| | <p>backgrounds and cultures.</p> <p>Experience of representing an organisation at external events</p> | | |
| Attributes | <p>The ability to multi-task in a complex and demanding environment</p> <p>The ability to build and maintain highly effective working relationships with a range of people (both internally and externally).</p> <p>Strong attention to detail, and excellent time management skills</p> <p>A commitment to team-work and working in a collegiate manner</p> <p>Enthusiastic, diplomatic and calm under pressure</p> <p>Ability to develop creative ideas and transform them into practical reality.</p> <p>Commitment to INASP's values of participation, partnership, sustainability, social responsibility, cost effectiveness, transparency and accountability.</p> | | Application, Interview |
| Other | <p>This post will involve travel up to 40 days per year within the UK and Internationally, including post-conflict/challenging states</p> <p>There is an expectation that there will be occasional out of hours travel and external/internal events</p> | | Application, Interview |