

Communications Manager

Reports to:	Chief Executive Officer
Location:	West London – currently operating an agile working policy with a minimum of two core days (Monday and Wednesday) in the <u>office</u>
Contract:	Permanent
Pattern:	Full-time – 37.5 hours per week
Salary:	£40,000 to £45,000 per annum (depending on experience)

About the role:

This is an exciting time to join Martingale: from Autumn 2023 we will welcome the inaugural cohort of Martingale Postgraduate Scholars and launch recruitment for the second cohort of scholars.

As Communications Manager (CM) you will work collaboratively with the CEO and Programme Manager, as well as university partners, applicants, and enrolled scholars. You will lead on Marketing and Recruitment for the Martingale Scholarship, as well as Brand Building for the Foundation. You will work closely with key internal and external stakeholders and providers, including university and charity partners to ensure Martingale recruits the best scholars possible. You will support the CEO to expand current initiatives and develop and advertise new initiatives that support low-income background people to pursue, and succeed in, postgraduate study.

The Communications Manager will have a real impact on the Martingale Foundations' reach, influence, and prestige. You will indirectly influence scholars' outcomes and can develop professionally with support from the CEO and external learning opportunities.

Key Responsibilities:

Design and implement end-to-end marketing and recruitment campaigns for Martingale Scholars:

- Ensure widespread marketing of the Martingale Scholarship opportunity across the UK, including in media (e.g., student newspapers), on university campuses and on graduate job boards
- Coordinate an effective paid advertising campaign across multiple channels
- Directly engage prospective scholars to increase interest and convince them to apply for Martingale opportunities. For example, leading email campaigns, visiting university campuses, or hosting webinars
- Build relationships with university academics, careers departments, student societies, graduate careers platforms, and other organisations who work with Martingale's target audience. Encourage them to share Martingale opportunities to relevant people
- Develop marketing materials and coordinate circulation: leaflets, brochures, social media content, video, email and newsletters, case studies and interviews with relevant people incl. current scholars
- Procure and coordinate any relevant external providers: e.g., paid digital advertising agencies
- Manage the Applicant Tracking System, embed and manage a CRM system for enrolled scholars

Manage brand and increase brand awareness

- Manage and develop Martingale Foundation's brand identity, and the identity of our programmes: visual identity, communication style, digital presence, in-person style and feel of events
- Design and manage a creative and innovative social media campaign across multiple channels, incl paid
- Manage the website, including maintenance, development, and SEO – with agency support.

- Lead engagement with media outlets and relevant press, including student newspapers. Write engaging press releases and generate interest in Martingale
- Develop innovative opportunities to grow Martingale's brand awareness including opportunities for you or the CEO to showcase Martingale's work

Stakeholder management and communications:

- Produce and coordinate engaging communications and events for scholars and applicants, alongside the Programme Manager
- Manage relationships with University Partners, including Marketing and External Relations teams. Ensure they are consulted and pleased with progress, while also delivering on their commitments
- Develop collaborative relationships with charity partners or organisations with similar missions to Martingale, as well as potential employers of Martingale Scholars. Ensure they are aware of Martingale's mission and progress, and support recruitment and brand building efforts
- When required, build relationships with funders or prospective funders

Work with the CEO to develop new initiatives that support people from low income backgrounds to pursue, and succeed in, postgraduate study:

- Work with the CEO to develop existing relationships with funders and identify new funding opportunities: support to build relationships, report progress, and make proposals
- Identify ways to improve awareness of social mobility in postgraduate education and research, based on first-hand experience
- Critically assess ideas and appetite for new initiatives: engage stakeholders and assess end-user demand
- Lead the brand development and marketing of new initiatives

Monitor and report on the progress of the Martingale Foundation

- Lead the production of impact reports
- Collect and analyse data from applications, and annually review and refine the Martingale Scholarship's work on marketing, recruitment, and brand building
- Assess, evidence and communicate the impact of the Martingale Foundation Scholarship in innovative ways

General

- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the Communications Manager
- The Communications Manager will carry out any other duties as are within the scope, spirit and purpose of the role as requested by the line manager

Person Specification: Communications Manager

Qualifications

- A bachelor's degree, or equivalent experience
- Interest in Social Mobility in Higher and Postgraduate Education

Knowledge & Skills

- Demonstrable experience developing and/or leading successful multi-channel marketing campaigns
- Able to assimilate complex information quickly, identifying the pertinent points and making them accessible for a wider audience
- Experience managing multiple projects/workstream and priorities simultaneously, while maintaining attention to detail, prioritising, and meeting deadlines
- Excellent communication skills, both written and verbal, with the ability to effectively communicate with diverse audiences. Experience communicating with university students, staff and academics is desirable
- Experience of high-quality relationship management with a range of stakeholders, and an understanding of the context in which academics operate
- Experience designing, implementing, and managing systems and processes: E.g., CRM or ATS
- Experience coordinating graphic design work. Experience producing graphic design is desirable
- Advanced IT proficiency: Spreadsheet, Word Processing, Database, Email, Web based applications
- Experience in managing social media for an organisation, and website management (including wordpress or similar)
- Substantial professional experience in a communications or external relations role
- Examples of producing and coordinating suitable communications to a variety of audiences via different media

Personal Qualities

- A strong commitment to Martingale's mission to support postgraduate students from low-income backgrounds
- Excellent interpersonal skills: Friendly and personable, able to build rapport and trusting relationships, able to work co-operatively in a multidisciplinary setting
- Comfortable working in a rapidly growing and changing organisation with a degree of ambiguity – confident to create processes and ways forwards where they might not yet exist
- Creative and innovative – willing to think outside the box to maximise reach
- Resourceful, able to act on initiative, hardworking, detail orientated, and systematic

Other

- Right to work in the UK
- This post is subject to an enhanced DBS check

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Ark requires all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment - this will depend upon the nature of the offence(s) and when they occurred. To read more about Ark's safer recruitment process, please click this [link](#).