

## Information Pack

### Communications & Marketing Manager

We are looking for a highly organised Communications & Marketing Manager to help shape a new Communications & Marketing Team and support Thrive to deliver against its strategic plan. You will bring experience in leading and developing teams, as well as developing and delivering successful marketing strategies and campaigns for a range of audiences, with a particular focus on digital marketing and compelling communications (including PR & media).

Thrive's vision is that gardening is actively encouraged as part of personal health and wellbeing management and Social & Therapeutic Horticulture (STH) services are available wherever people live - you will need to have a solid understanding of how to deliver campaigns that recognise this vision as well as being able to build our brand awareness and key messages through communications.

#### Key areas of focus

- Lead and deliver a communications & marketing strategy, aligned with the organisational strategy, that enables each of our service areas to achieve their goals.
- Lead the forward planning and co-ordination of marketing projects with service leads across Thrive, working collaboratively to optimise the use of comms and marketing activities.
- Coordinate editorial content for our internal and external communications and ensure the organisation produces focussed and engaging content across all our channels, both online and offline
- Lead on the development of audience insights and user journeys and support service leads to utilise these to drive service improvements
- Lead on the quality, consistency and the strategic development of our brand and key messaging, ensuring it is delivered and embedded across our communications.
- Provide leadership to the PR & Media Officer, the Communications & Marketing Officer and the Digital Marketing Officer enabling them to use and develop their specialist skills to achieve high quality outputs and positive outcomes for Thrive

#### About You

You will be a highly organised, proactive and determined individual with an ability to see the big picture when working across teams. This role will work across all areas of the organisation, so it is important that you are confident, supportive and collaborative and willing to embrace a varied workload.

#### Our Values

**Excellence** – We are dedicated to providing the best quality services to everyone we support and collaborate with

**People Focussed** - People are at the centre of what we do as an organisation. We recognise and respect everyone's uniqueness and work with them to fulfil their potential.

**Ambitious** - We believe in the power of STH and in ourselves as an organisation to grow the sector and widen our impact.

**Collaborative** - We understand the value of working with others, knowing we will achieve greater things together than we can on our own.

At Thrive, we care about employee wellbeing. We offer flexible working arrangements to accommodate a good work life balance, competitive leave entitlement and pension, as well as a professional and inspiring working environment.

## Communications & Marketing Manager

### Job Description

<b>Title:</b>	Communications & Marketing Manager
<b>Place or base of work:</b>	Thrive's National Headquarters at Beech Hill, near Reading (some travel to other Thrive centres and elsewhere may be necessary)
<b>Reports to:</b>	Head of Marketing & Engagement
<b>Direct reports:</b>	Communications & Marketing Officer, PR & Media Officer, Digital Marketing Officer
<b>Salary:</b>	£35 – 37k (FTE, pro rata for part time)
<b>Hours:</b>	35hrs per week, would consider 28hrs, please enquire
<b>Contract:</b>	Permanent

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### Purpose of the Role

The Communications and Marketing Manager plays a pivotal role in delivering Thrive's vision, mission and strategy. They provide leadership and collaboration across the organisation, ensuring that all communications and marketing needs, both strategic and operational, are identified, prioritised and met.

### Key areas of focus

**To develop and lead our Communications & Marketing strategy and activities**

**To provide Organisational, Team and Budget management**

### Communications & Marketing

- Lead and deliver a communications & marketing strategy, aligned with the organisational strategy, that enables each of our service areas to achieve their goals.
- Lead the forward planning and co-ordination of marketing projects with service leads across Thrive, working collaboratively to optimise the use of comms and marketing activities.
- Coordinate editorial content for our internal and external communications and ensure the organisation produces focussed and engaging content across all our channels, both online and offline
- Using web, PR, communication & marketing channels, lead on the development of audience insights and user journeys and support service leads to utilise these to drive service improvements
- Lead on the quality, consistency and the strategic development of our brand and key messaging, ensuring it is delivered and embedded across our communications.
- Lead the on-going development and improvement of the organisation's website, ensuring it remains fit for purpose as technology and stakeholder expectations evolve, including improving the usability, design, content and conversion
- Review new technologies and tools and keep Thrive at the forefront of developments in comms & marketing.

- Manage relationships with freelancers, contractors, agencies; ensuring that delivery expectations are clear, and services provided to Thrive remain cost effective.

#### **Organisational, Team and Budget management**

- Provide leadership to the PR & Media Officer, the Communications & Marketing Officer and the Digital Marketing Officer enabling them to use and develop their specialist skills to achieve high quality outputs and positive outcomes for Thrive.
- Prepare and implement annual objectives, delivery targets and budgets in accordance with strategies for the Communications & Marketing team, and Thrive's wider strategic plan
- Provide input and support to the monitoring of monthly management accounts and collation of financial and statistical data required on a monthly, quarterly and annual basis, ensuring Communications & Marketing activities are delivered within budget
- Monitor performance and KPIs against the Communications & Marketing plan ensuring that targets are met
- Engage in regular CPD to keep own skills and knowledge up to date
- Ensure that operational issues are resolved in a timely manner and involve other colleagues across Thrive in developing solutions where necessary

#### **People Management**

- Plan and manage staff and volunteer resources to ensure appropriate staffing and long-term retention of talent
- Provide leadership to line managed employees, encouraging and motivating them to develop their skills and knowledge
- Monitor and manage employee performance and conduct annual performance reviews; coach and mentor employees as appropriate to improve performance.

**Person Specification**

Area	Essential	Desirable/Useful
<p><b>Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Experience of developing and implementing a communications &amp; marketing strategy</li> <li>• Experience of developing and managing multiple campaigns and projects to achieve agreed outcomes</li> <li>• Experience and knowledge of building engagement through a number of channels, including PR &amp; media</li> <li>• Proven ability to work effectively with internal and external stakeholders, including service leads, partners and contractors</li> <li>• Demonstrable success in building brand presence</li> <li>• Experience of using CRM systems, audiences, customer journeys and user experiences to improve service user and supporter engagement</li> <li>• Experience of using integrated and digital marketing to effectively reach target audiences, both operational and strategic</li> <li>• Proven ability to identify and develop practical solutions and approaches to improve performance and operational effectiveness</li> <li>• Proven experience in website management and CMS, including knowledge of web standards and understanding of web accessibility</li> <li>• Experience of setting and assessing performance against objectives and KPIs for both staff and projects</li> <li>• Experience of setting and managing budgets for projects, campaigns and the team</li> </ul>	<ul style="list-style-type: none"> <li>• Working for an organisation supporting the needs of vulnerable adults and/or children</li> <li>• Experience of reporting to and advising a Board of Trustees/ Directors</li> <li>• Experience of recruiting, managing and developing Volunteers</li> <li>• Educated to degree level (Marketing and/or Digital Marketing) or equivalent qualification</li> <li>• Knowledge of effective compliance with and implementation of GDPR &amp; FR regulations</li> </ul>
<p><b>Personal Qualities</b></p>	<ul style="list-style-type: none"> <li>• Drive, enthusiasm, ambition and determination to succeed</li> <li>• Able to work well with a variety of people, providing support and encouragement to enable them to perform to the best of their abilities</li> <li>• Excellent communicator, both verbally and in writing, with the ability to present complex information in simple terms to a variety of audiences</li> <li>• Committed to own personal development to keep skills and knowledge fresh and current</li> <li>• Ability to work flexibly, under pressure and to meet demanding and often competing deadlines</li> </ul>	
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Committed to the aims of Thrive</li> <li>• Willing to undertake some out of hours work</li> <li>• Full driving license</li> </ul>	

**Thrive is a Disability Confident Employer and as such we are committed to the employment and career development of disabled people. We will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.**

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the qualifications, skills or experience defined as essential in the person specification.

Successful appointment to this post will be subject to satisfactory references and basic Disclosure & Barring Service check.



**To Apply:**

Please send your **CV and a covering letter** explaining how you meet the person specification, to [recruitment@thrive.org.uk](mailto:recruitment@thrive.org.uk) We are operating a rolling programme of recruitment, so we encourage you to apply as soon as possible.

To achieve our goal of engaging as many people as possible in 'gardening for health', we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive's employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.

## Overview of Terms of Employment & Benefits

**Salary:** £35k - £37k per annum (FTE, pro rata for part time)

**Line manager:** Head of Marketing & Engagement

**Contract:** 35 hours per week (number of hours flexible so please enquire)

**Location:** Thrive is currently promoting hybrid working. The role will at times involve travel to all three of Thrive's centres.

**Working hours:** For those working part-time, days of work can be agreed with your line manager. Full-time staff work Monday to Friday 9-5pm or 8-4pm. Some flexibility of working hours may be required and given the nature of Thrive's services working on evenings or Saturdays and Sundays is undertaken from time to time, in which case days off in lieu may be granted.

**Notice periods:** the notice period will be 8 working weeks.

**Holidays:** annual holiday entitlement is 25 days (pro rata for part-time). In addition to annual holiday entitlement, you are entitled to all statutory holidays. Part time staff are entitled to statutory and bank holidays on a pro-rata basis on the same ratio as days worked, or if work is undertaken on those days you are entitled to time off in lieu.

**Sickness absence:** Full salary for the first 20 days; half salary for the next 20 days; subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

**Pension:** you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

### Death in Service Benefit

**Employee Assistance Programme:** The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

**Lifeworks/Perks:** A portal that offers discounts and cashback - Employees can access 1000s of perks with discounts on everyday purchases, discounted cinema tickets, savings at their favourite restaurants, cashback and more.