

## Job description Marketing and communications manager (Interim)

---

<b>Job title:</b>	Marketing and communications manager
<b>Responsible to:</b>	Chief executive
<b>Responsible for:</b>	Senior equality and inclusion co-ordinator Events and training co-ordinator
<b>Working with:</b>	All members of NCTJ management and staff
<b>Contacts:</b>	NCTJ's management team and staff Head of Journalism Skills Academy Media organisations and journalists Students and student council Examination and accreditation boards Editors and course leaders Journalism Diversity Fund supporters and recipients Influencers in the journalism community Suppliers and other stakeholders and consultants

### Summary job objectives

- Work with marketing and communications manager and chief executive to implement the NCTJ's marketing and communications strategy
- Promote and increase the NCTJ's presence through effective PR and thought leadership and messaging on social media and digital platforms
- Manage series of NCTJ events to a high professional standard
- Support programme to create greater impact with public affairs work, working with the NCTJ's public affairs consultant and the chief executive
- Play a lead role in the internal and external promotion of the NCTJ's commitment to equality, diversity and inclusion

- Implement new, and enhance existing, marketing and promotional activities, including responsibility for the NCTJ website and marketing database
- Co-ordinate, implement and evaluate marketing campaigns for the NCTJ and Journalism Skills Academy across a variety of channels such as email, social and digital

## **Responsibilities**

1. Contribute to the NCTJ's social media channels (Twitter, Instagram, Facebook, YouTube and LinkedIn)
2. Create marketing materials such as advertisements, social media artwork, videos, reports and publications, working with the NCTJ's designer as required
3. Oversee the management of NCTJ events and awards to a high professional standard and within budget
4. Maintain and develop effective press relations and positive relationships with stakeholders and produce press releases, news stories and other multiplatform content
5. Lead on the NCTJ's response to PR requests and crisis management, working with the chief executive and marketing and communications manager
6. Work with head of Journalism Skills Academy and JSA team to co-ordinate and implement marketing plan for the NCTJ's Journalism Skills Academy
7. Manage the NCTJ website to ensure content is clear, targeted, accessible and up to date. Produce and maintain content across the site, using SEO to optimise and drive traffic
8. Work with the NCTJ's public affairs consultant to create impact with public affairs work, including creating and maintaining relationships with relevant government officials and trade bodies, contributing to proposals and providing thought leadership on relevant topics
9. Contribute to and promote the NCTJ's work in equality, diversity and inclusion, including the Journalism Diversity Fund, annual diversity report, apprenticeships and other initiatives
10. Run multi-channel engagement and brand awareness campaigns
11. Plan, implement and evaluate advertising campaigns, using social media, Google Ads and other PPC solutions
12. Produce and distribute NCTJ e-newsletters, including sourcing content, maintaining mailing lists and using MailChimp to design and send emails
13. Keep up to date with current digital trends and the journalism industry
14. Line manage the senior diversity and inclusion co-ordinator and events and training co-ordinator and work with marketing and communications manager
15. Oversee the effective administration of the Journalism Diversity Fund by the senior diversity and inclusion co-ordinator

16. Assist the chief executive with communications responsibilities such as reports and speeches, and liaising with board of directors and facilitating board meetings
17. Assist with day-to-day NCTJ administrative duties including giving careers advice and answering general enquires on the telephone, email and social media
18. Undertake additional duties as required