MUSCULAR DYSTROPHY UK | OUR MUSCLES MATTER

Job description

Job title: Communications Planning Manager

Location: Head Office, London SE1 (with flexibility for hybrid-working)

Department: Marketing and Communications

Reporting to: Director of Marketing and Communications

Salary: ££37,000-£42,000 per annum

Main purpose of role

This key role is the first point of contact for teams across the organisation briefing in marketing and communication activities. The role project manages the delivery of integrated communications plans making the best use of our communications channels and internal resource to have maximum strategic impact.

The projects are varied and you'll work right across the organisation from fundraising and policy and campaigning to research and services and support. You'll work with colleagues to define their goals, understand their audiences, develop a great communications brief and then help deliver their campaign by coordinating resources and expertise from across the Marketing and Communications directorate.

You'll be a true collaborator, a confident, skilled communicator who can build excellent relationships across the organisation, ensuring all communications are planned, resourced and delivered to the highest standards, on time and to budget.

You'll have excellent organisational skills, a proven track record of success in overseeing and coordinating projects and be a strategic thinker with a strong understanding of integrated communications.

Main tasks and responsibilities

- Serve as the key point of contact for colleagues seeking support and expertise from the Marketing and Communications directorate and manage the briefing process
- Responsible for project managing the delivery of integrated communications to ensure that plans are fully integrated, make the best use of channels and internal resource and are designed to have maximum strategic impact
- Facilitate discussions and create communication plans and project schedules for our Creative and Content, Digital Marketing and PR and Stories teams within the Marketing and Communications directorate
- Maintain an overview of planned and incoming communications activity, working with teams to understand resource requirements, capacity and dependencies, and to support realistic workload planning and allocation across the directorate
- Build and maintain strong, collaborative working relationships with colleagues across the charity working with them to define their goals, understand their audiences and

develop a great communications brief checking they are aligned to agreed plans and priorities
- Maintain a forward planning overview of upcoming organisational priorities to understand future projects and capacity
- Identify competing demands and delivery risks, make recommendations on prioritisation and resource allocation, and escalate decisions where required
- Support colleagues across the Marketing and Communications directorate and beyond to understand and embrace the briefing process and ways of working
- Champion an organisation wide project management mindset and best practice across teams
- Identify and implement continuous improvements in the briefing process, creating relevant tools and resources to help colleagues plan and execute projects
- Champion an insight-driven, audience-first approach to communications to help us deliver the greatest possible impact
- Monitor progress of projects providing regular status updates, making sure deadlines are met, keeping key stakeholders informed and monitoring performance against objectives, outcomes and KPIs
- Support the Marketing and Communications directorate to produce evaluations after events, projects and campaigns
- Champion marketing best practice across the organisation and provide marketing advice and expertise to other teams at both a strategic and operational level
- Manage external agencies and freelancers as required
- Keep up to date with the latest trends and developments in marketing and communications and lead activities to share ideas and inspire innovation

Values and behaviours

- To behave in a manner that reflects the charity's values.
- To contribute to the overall development of the charity.
- To ensure all actions undertaken comply with GDPR.
- To contribute towards regular reviews of risks and take steps to reduce them.
- To be aware of health and safety issues and obligations.
- To represent the charity as and when required
- To undertake general administration for the team as required.
- To undertake other such tasks as required by line manager.
- A commitment to and understanding of disability issues, equal opportunities and diversity.

Person specification

Experience	
Significant experience of managing and coordinating multiple projects in a communications or marketing team	Essential
Strong understanding of integrated marketing and communications, including how brand, PR, stories, digital marketing, creative and content work together to achieve shared objectives	Essential
Demonstrable experience of planning, managing and coordinating complex marketing or communications projects involving multiple stakeholders.	Essential

Proven experience of working with different internal stakeholders across an organisation	Essential
Experience of providing strategic communications advice, negotiating and influencing	Essential
Experience of working for a charity or not for profit	Desirable
Experience of managing relationships with agencies and freelancers	Desirable
Personal qualities, knowledge and skills	
Excellent project management, planning and organisational skills	Essential
Solid understanding of marketing and communications evaluation techniques and experience of setting KPIs and reporting on impact	Essential
Excellent interpersonal skills, ability to build effective working relationships across the organisation at all levels and approachable and confident with the ability to influence and bring together a range of stakeholders	Essential
Excellent written and verbal communication skills	Essential
A proactive approach to managing resources and supporting teams in a busy Marketing and Communications directorate	Essential
Strong attention to detail and accuracy	Essential
Creative, enthusiastic and proactive	Essential
Ability to be flexible and resourceful and take a proactive approach to problem solving	Essential
Ability to work under pressure and to tight deadlines	Essential
Sensitive and empathetic when liaising with supporters, beneficiaries and their families	Essential
Experience using project management and collaboration tools like Monday.com	Essential
Confidence in challenging briefs, managing competing priorities and supporting effective workload planning.	Essential
Understanding of audience insight	Desirable
Knowledge of creative production processes and workflow	Desirable