**JOB DESCRIPTION**

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| **JOB TITLE:** | Marketing Communications Manager |
| **HOURS OF WORK:** | 27.5 hours per week  |
| **REPORTS TO:** | Head of Marketing |
| **DEPARTMENT:** | Marketing |
| **LOCATION:** | Jersey |

## JOB PURPOSE

Experienced marketer that will work with the Head of Marketing and broader team to deliver consumer product focused through the line campaigns that support the business objectives and are aligned to the wider business strategy.

## MAIN DUTIES AND RESPONSIBILITIES

* Day-to-day management of the local marketing communications budget.
* Development and execution of planned local media campaigns through the line with a digital first approach.
* Management and delivery of Jersey centric sponsorships to ensure maximum visibility that complements ongoing regular marketing activities.
* Provide marketing support to the local CSR strategy, ensuring promotion of Sure’s values, ethics and policies.
* Delivery of relevant marketing materials to support retail channel.
* Management of external website content – development of landing pages and content via a content management system.
* Use customer insight to identify key issues, trends, and opportunities to plan and develop marketing campaigns that reflect and resonate with the local market and achieve the businesses aims.
* Maintain strong relationships with external organisations, agencies, and stakeholders.

**In addition, the person will be required to**

* Understand and comply with the licence and other regulatory rules applying to the position.
* Understand and comply with the Data Protection Law as it relates to the position.
* Understand and comply with the Health and Safety responsibilities relevant to the role as defined in the Sure Safety Policy.
* Work in accordance with the safety procedures and safe working policies of Sure.
* Undertake appropriate security awareness training covering information security, data protection, financial crime and payment card data and comply with their information security responsibilities. This awareness training includes understanding of the incident reporting process to be followed in the event of the employee suspecting, causing, or discovering an information security incident.

Due to the nature of this position, the postholder must hold a satisfactoryBasic Police Disclosure. All disclosures of a criminal background are treated with the strictest confidence and checks will only be made in connection with suitability for a post and for no other purpose.

Convictions likely to be considered relevant to this post include dishonesty and those indicating a breach of trust, due to the security requirements of the role*.*

Please note that disclosure of a criminal record will not necessarily debar you from employment in this post – this will depend on the nature of the offence/s and the circumstances surrounding it/them.

**THE WAY WE DO THINGS**

* We work together as One Team
* We strive for Customer Satisfaction
* We are Reliable
* We have a Passion for Technology & Learning
* We are Community & Sustainability Focused

## SKILL REQUIREMENTS

Essential

* Educated at least to CIM/Degree level
* Proven track record in campaign management, measurement, and development
* Minimum five years marcomms experience
* Experience of managing above the line agencies

Highly Desirable

* Experience of the telecoms sector preferable

**Personal/Behavioural attributes**

* Dedicated, enthusiastic, team player comfortable in a virtual team environment
* Exemplary attention to detail
* Ability to multi task and manage multiple projects consecutively