

POST MARKETING & COMMUNICATIONS MANAGER
REPORTING TO CEO
HOURS 4 Days or 4.5 Days a week (30hrs-33.5hrs)
SALARY Up to £35,000 pro rata dependent upon experience
LOCATION Milton Keynes Office
CLOSING DATE 10am on Monday 28th February



THE SAFETY CENTRE

The Safety Centre is the regional safety charity providing vital safety education to children, young people and adults across Bedfordshire, Buckinghamshire, Hertfordshire, Milton Keynes, Northamptonshire, Oxfordshire and beyond.

Our vision is a society where all children, young people and adults have access to interactive, immersive, and memorable safety education and training, enabling safe and flourishing communities.

MAIN SCOPE

We are seeking an enthusiastic and driven Marketing and Communications Manager to create a step change in the promotion and positioning of our brand, products, and services, ensuring we continue to provide high quality immersive and interactive safety education to children, young people, and adults across the region.

KEY DELIVERABLES

- Overall responsibility for development and delivery of the Safety Centre's Communications, Marketing and Engagement plans.
- Lead the development, design and implementation of the charity's communications and digital marketing strategy, working with key stakeholders to establish; objectives, key audiences and identify opportunities and activity that needs to be delivered.
- Responsible for the delivery of targets and milestones in line with the communications calendar, business plan and the wider organisational strategy.
- Write dynamic and inspiring press releases, articles, and statements with a strong call to action (as appropriate). Provide effective media management ensuring Safety Centre key messages pull through in resulting coverage.
- Maintain and review brand strategy and guidelines.
- Responsibility for the development and management of the website, maximising its potential and monitoring its performance as well as increasing its visibility, reach and impact.
- Generate more user-led content across our social media platforms.

- Proactively communicate and build partnerships with key stakeholders across our region.
- Ensure we continue to meet legal and sector standards by driving any necessary changes to keep up to date with best practice.

OTHER DUTIES

- To undertake duties as reasonably maybe required as part of a small and supportive team to ensure the smooth running of all operations.
- Contribute to a positive working environment.
- Occasional evening and weekend working required for which time off in lieu will be given.

THE SUCCESSFUL APPLICANT

The successful candidate will possess the following skills:

ESSENTIAL

- Demonstrable experience of strategic and operational marketing and communications lead, delivering a portfolio of marketing and communication programmes on a small budget.
- Experience of building successful cases for support in complex organisations.
- High level of competence in CRM software and social media. Experience of relational databases and of analysing and presenting data to make informed decisions.
- Able to manage and motivate staff contributing to their personal development
- Experience of planning, prioritising, and managing multiple projects simultaneously.
- Experience of working at a senior level and reporting to Board/Committees.
- Strong decision-making skills and ability to translate priorities into operational goals and plans.
- Financially and commercially literate with proven experience of preparing and managing budgets.
- In-depth and up-to-date knowledge of marketing regulations, standards, and best practice.

DESIRABLE

- Experience of working in the voluntary sector.
- Experience of working in the education sector.

BENEFITS

- Generous holiday entitlement of 27 days per year including 1 week closure over the Christmas break, plus statutory bank holidays

- Contributory pension scheme
- Free onsite parking
- Additional training and development opportunities
- Supportive working environment

We reward our staff with autonomy in their role and a supportive culture that encourages a healthy work life balance.

The Safety Centre is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the community we serve. We welcome applications from all suitably qualified candidates.

DEADLINE FOR APPLYING

Please submit a comprehensive CV and supporting statement by **10am on Monday 28th February** to maya@safetycentre.co.uk