

Group Communications Manager - Job Description

Job Title:	Group Communications Manager	Reporting to:	Group Head of Marketing
Department:	Cogent Skills Marketing Team	Direct reports:	None
Key contacts:	Cogent BU Leadership team	Location:	Hybrid/Flexible (with occasional travel into Warrington or Newton Aycliffe)
Date created:	October 2022	Date revised:	Oct 2022

Job Purpose

To play a lead role in the strategic delivery of communications, working with senior stakeholders to develop engaging original content, compelling messaging and high-impact campaigns that drive engagement in line with our commercial and charitable objectives.

To promote our work on skills, proactively lead the conversation on the issues that matter and increase our profile (and that of our sector) across media and industry, acting as the first point of contact and leading communications contact to a specific Cogent Skills Business Unit.

Key Responsibilities

- Work as part of a fully integrated central marketing team to strategically lead and develop communication activities that support our business and grow the Cogent brand.
- Work with multiple people at all levels to translate complex information into engaging content (news releases, case studies, opinion pieces, editorials, newsletters, blogs, social media posts and website copy), managing the communication process.
- Identify and coordinate regular opportunities for press/media coverage.
- To manage the development and implementation of a group-wide Cogent communications grid and to oversee it's successful completion
- To manage timely responses to key announcements and policy developments on behalf of Cogent and its employer-led membership groups.
- Production of clear, targeted marketing and communication materials to support the delivery of the Business Unit targets and grow the Cogent Skills brand
- Monitoring external news agenda to identify opportunities to leverage the Cogent brand and showcase our employer-led activity.
- Create and deliver communications campaigns which drive website traffic and contribute to revenue growth.
- Build and maintain a brand presence across crucial industry trade publications.
- Delivering best-in-class service to Cogent's internal customers, particularly supporting Cogent's membership and corporate teams, acting as a source of communications expertise, knowledge and guidance.
- Work collaboratively to maintain effective relationships across a diverse set of internal and external stakeholders.
- Act as brand guardian, ensuring all marketing communications are on-message, are appropriate in tone, whilst promoting, protecting and championing the Cogent brand.

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- Act as an expert coach on comms initiatives, educating the marketing and wider Cogent team and building internal capability.

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KPIs

- A strong and recognisable skills voice with regular (monthly) media mentions in relevant trade publications
- Growth in organic website traffic & social media through the creation of compelling campaign collateral
- An active programme of stakeholder engagement, translating our work into engaging stories

Knowledge skills and qualifications

	Essential	Desirable
Qualifications:		
Degree in a relevant subject or equivalent qualification (Communications, Journalism, Media, English, Marketing).	✓	
Excellent IT skills (including all Microsoft Office applications).	✓	
A professional marketing or communications qualification		✓
A management qualification		✓
Experience:		
Extensive experience in a B2B media/communications / PR background	✓	
Experience in managing impactful and engaging communication campaigns, from creation to delivery	✓	
Experience in writing and distributing media releases for trade publications	✓	
Experience in producing content for social media channels in a B2B environment (Twitter, Facebook, LinkedIn & YouTube)		✓
Experience in a public policy, skills or complex industrial setting		✓
Experience of operating at a supervisory or management level within a communications role.	✓	
Skills / Knowledge:		
Extensive experience in producing content, copywriting and social media	✓	
Experience working in a fast pace, multi-stakeholder environment with the ability to turn complex language into the everyday	✓	
Excellent grammar and proofreading skills	✓	
Ability to think creatively whilst working under pressure	✓	
Strong project management skills with great attention to detail.	✓	
Experience in using website CMS such as WordPress.		✓
The ability to work with multiple stakeholders at senior levels	✓	
Qualities:		
Ability to juggle priorities and work to tight deadlines	✓	
Proactive - able to anticipate business requirements and media responses	✓	
Highly effective networker with an influential and persuasive manner –not to mention first-class communication skills (written and verbal)	✓	

NOTE: This job description is not intended to be all-inclusive. Employees may be required to perform other related duties as negotiated to meet the organisation's ongoing needs.

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