

## JOB DESCRIPTION

<b>POST:</b>	Marketing & Communications Manager (BetaDen)
<b>POST HOLDER:</b>	Vacant
<b>REPORTS TO:</b>	CEO BetaDen
<b>GRADE:</b>	£30,000 pro rata
<b>LOCATION:</b>	Malvern
<b>WORKING HOURS:</b>	30 hours per week. Fixed Term Contract to 31/3/23
<b>MAIN PURPOSE:</b>	To support business development and deliver the programme operations, PR and Communications for BetaDen.

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### KEY DUTIES / RESPONSIBILITIES:

1. To develop, implement and drive the marketing and communications strategy of BetaDen (Worcestershire's Commercial Technology Accelerator Brand)
2. To identify, co-ordinate, arrange and facilitate all media opportunities related to BetaDen.
3. To identify and drive the development and use of a variety of routes to market to develop and promote BetaDen including: website, e-shot, LinkedIn, Twitter, telephone and event management.
4. To monitor and maintain clear performance indicators in order to measure and establish the impact of all public relations activity.
5. To lead the development of compiling and promoting case studies, testimonials and good news stories via an appropriate marketing method i.e. marketing literature, website, outside organisations publications.
6. Establish, develop the lead/prospect list and manage a database (CRM) for BetaDen to ensure the growth for the technology ecosystem.
7. To act as a support to the CEO and being able to stand in, as required, to deliver the development and delivery of the BetaDen development strategy (2022-2025) agreed with the CEO.
8. To attend external meetings and be a representative of BetaDen and WLEP to promote the brand where appropriate.
9. To line manage the Digital Marketing Assistant to deliver high value communications and PR content to support delivery and growth within the BetaDen budget.

## **GENERIC TASKS:**

1. To keep updated with all new publications and information and maintain a thorough knowledge of new procedures.
2. To work closely with other team members and complement and support the organisation's delivery and development.
3. To ensure that any management information is entered onto the relevant WLEP/WCC databases/CRM on a regular continual basis.
4. To work closely with the Quality Manager and your team to ensure team-wide compliance to ISO9001. To facilitate improvements to the quality management system and to co-ordinate an annual review of quality documentation which specifically relates to your department.
5. To adhere to and actively promote the Chamber Equal Opportunities policy.
6. At all times to work within the organisations Health and Safety policy and to ensure as far is reasonable that safe working practices are established, maintained and followed.
7. To work within and assist in maintaining IIP principles for the organisation.
8. To carry out any other duties as required by the business to achieve commercial objectives.
9. Any other duties as directed by your Line Manager.

## **MANAGEMENT RESPONSIBILITIES:**

1. To manage and develop direct reports effectively ensuring that key performance objectives are met.
2. To ensure regular team meetings ensuring that the team is updated on relevant issues from the variety of communication channels e.g. Directors, Management team and staff meetings.
3. To conduct appraisals, half year reviews, and to identify, confirm and review agreed performance objectives and competencies. Identify training needs and carry out regular informal reviews for all direct reports in line with HR policy and practice.
4. To identify objectives for the attendance of training/development activity for all direct reports, ensuring that evaluation is sought to ascertain the impact of the training to both the individual and the organisation.
5. To regularly review and update budgets in line with financial timescales.
6. To effectively ensure that cash-flow is maximised at every opportunity e.g. budget profiling, setting up of new contracts etc.
7. To ensure that contract terms and conditions are adhered to.

## **PERSON SPECIFICATION:**

1. Educated to Degree standard in an appropriate discipline.
2. Experience/Knowledge/Awareness in Technology/Innovation environments.
3. Proven ability to write, copy and proof read.
4. Commercially aware (B2B/B2C Experience preferred)
5. Goal orientated.
6. Proactive, self-starter.

7. Ability to manage a range of different tasks with developed time management skills and experience of working to deadlines.
8. Excellent administrative skills.
9. Ability to manage and collate large quantities of information.
10. High levels of personal motivation.
11. Ability to communicate confidently (verbally and in writing) externally and internally.
12. A team player.
13. Proficient in the use of MS Office/Media Platforms.

**MOBILITY:**

1. Ideally a car owner with full driving licence is essential for this role