



Marketing and Communications Manager

Job Title: Marketing and Communications Manager

Location: Northfleet and home working (hybrid)

Reports to: Head of Fundraising

Line manages: Communications Coordinator and Communications Volunteers

Contract Type: Permanent - Full-time

Hours: 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm, with occasional out of hours work.

Salary - £30,000 per annum

Summary of the role

The Marketing and Communications Manager will lead and manage all marketing and communications activities to maximise our brand recognition and deliver our key messages in line with the Charity's mission and strategic goals. The role will bring creativity, innovation, and strategic thinking to ensure that the Charity achieves its ambitious 2030 strategy.

Who we are

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before.

Main Purpose of Job

The Marketing and Communications Manager is responsible for developing, implementing, and executing strategic marketing and communication plans that support the organisation's goals and enhance its brand visibility. This role requires a dynamic individual with strong leadership, creativity, and communication skills to manage internal and external communications, media relations, digital marketing, and brand development ensuring the Charity achieves its ambitious 2030 strategy.

Principal Responsibilities

Strategic Leadership

- Implement the new marketing and communications strategy to increase brand recognition, deliver our impact message and support our fundraising ambitions.
- Monitor and report on delivery of the strategy. . Play a leadership role in committees and working groups bringing your marketing and communications expertise to help influence decision making.



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- Be an Ambassador for ADSS: embody its values and be a role model for the organisational culture.

Marketing Strategy and Execution

- Refine and implement comprehensive marketing and communications plans to support ADSS's mission, programs, and services.
- Collaborate with senior leadership to align marketing strategies with organisational goals and priorities.
- Manage the organisation's digital and print marketing initiatives, including social media, email campaigns, newsletters, and brochures.
- Utilize analytics tools to track marketing performance and make data-driven decisions to optimize campaigns.
- Revise and update the strategy based on evaluation and learning.

Content Creation and Storytelling

- Create compelling, relevant, and engaging content for various platforms including websites, blogs, newsletters, social media channels, and press releases.
- Oversee the development and ongoing management of our website to become a key channel for fundraising, promoting our services and informing people affected by dementia.
- Develop and maintain a consistent brand voice that reflects ADSS's values and resonates with stakeholders.
- Highlight client stories, testimonials, and case studies to raise awareness of Alzheimer's and dementia-related issues, ADSS services and our expertise in this space.

Public Relations and Media Relations

- Build and maintain relationships with local media, journalists, stakeholder communications teams and content creators to secure coverage of ADSS's initiatives, events, and key messages.
- Coordinate media outreach, including press releases, pitches, and media events.
- Represent ADSS at community and media events as needed to promote the organisation's visibility.

Event Promotion and Community Engagement

- Collaborate with individual teams to create marketing strategies and campaigns that increase attendance and engagement at services, fundraising and community events.



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- Promote awareness of Alzheimer's and dementia through events, campaigns, and community partnerships.
- Build relationships with Communication teams from our key stakeholders and partners to promote joint initiatives and messaging.

Social Media and Digital Engagement

- Manage ADSS's social media presence, including creating content, monitoring engagement, and growing the organization's online following.
- Stay updated on social media trends and digital marketing strategies to ensure the organisation maintains a strong online presence.
- Track and report on digital engagement metrics to continuously refine online strategies.

Internal Communications

- Develop internal communications to keep staff, volunteers, and board members informed about organisational updates, events, and news.
- Ensure consistent messaging across internal and external communications channels.

General Responsibilities

- Abide by organisational policies and practices including Equal Opportunities and Confidentiality.
- Participate in your own appraisal with your line manager. Work with your line manager to review professional development and undertake training as agreed.
- Provide management support and coaching for staff on marketing and communications matters, as required.
- Contribute through ADSS meetings, training and outreach/events to the development of ADSS's services.
- Contribute to and attend internal/external events and support the CEO/COO/SLT with the promotion of the organisation's workplace culture.
- Carry out any other duties which are considered commensurate with the post.

Dimensions and Limits of Authority

- This job description does not form part of your contract of employment. The duties laid down in this job description may change over time, following reviews and in consultation between the post holder and the CEO.

Person Specification

Marketing and Communications Manager

	Criteria	Essential/ Desirable
Qualifications	Bachelor's degree in Marketing, Communications, Public Relations, or a related field or equivalent experience.	Desirable
Experience	3-5 years of experience in marketing, communications, or public relations, ideally in the nonprofit sector or health services.	Essential
	Experience with media relations and building relationships within the media.	Desirable
	Strong knowledge of social media platforms, SEO, email marketing, and website management.	Essential
Skills and abilities	Exceptional written and verbal communication skills with a passion for storytelling.	Essential
	Strong project management skills with the ability to multitask and meet deadlines.	Essential
	Familiarity with marketing and analytics tools (Google Analytics, Hootsuite, MailChimp, etc.).	Essential
	Delivering projects through their life cycle to time and budget.	Essential
	Understanding of dementia and the provision of charitable services.	Desirable
	Ability to act as an ambassador for the Communications Team and ADSS and its values.	Essential
	Ability to engage and build strong working relationships with a wide variety of stakeholders.	Essential
	Ability to drive continuous improvement and solve problems in a team environment.	Desirable

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	Strong numerical and data analysis skills for planning and strategic decision making.	Essential
	Ability to work independently and as part of a team.	Essential
Additional Requirements	Strong attention to detail and the ability to work effectively under pressure/at pace.	Essential
	Ability to represent ADSS at various community events, both during and outside of business hours, when necessary.	Essential
	Willingness to travel around Kent to meet the requirements of the role.	Essential