

ROLE PROFILE

Role:	Design and Brand Communications Manager
Reports To:	Head of Communications
Role Profile dated	28 April 2023
Signed as approved and correct by line director	<i>David Nash</i>

This role profile consists of two sections:

1. The **Job Specification** sets out the purpose, business outcomes and key responsibilities.
2. The **Person Specification** sets out the qualifications, experience and behaviour expectations.

Job Specification

Role Purpose:

To support the delivery of the ECITB's communications and marketing activities, primarily designing all print materials and publications, and also developing and maintaining the ECITB website and supporting other communications activities, such as social media and stakeholder communications.

Business Outcomes:

1. Our target audience of all in-scope employers and stakeholders receives high-quality printed materials and publications from the ECITB which showcase our new brand.
2. The ECITB's social media and digital PR activity is visually appealing and engaging.
3. The ECITB's website is appealing to visit, simple to navigate and accessible with regular updates and new engaging content.
4. Communications campaigns are supported by striking visual content to deliver the required impact.
5. There is consistent application of our brand throughout the organisation.

Key Responsibilities:

1. Oversee production processes from client proposals through to design, print and production in line with the ECITB brand.
2. Oversee the ECITB's brand image and presence and share recommendations on brand refresh as and when needed.
3. Create visually appealing, engaging content for digital channels and print – including corporate and marketing materials.
4. Proactively identify new marketing and promotional materials and work with internal clients to ensure they are delivered on time, budget and to the highest standard.
5. Commission work from external partners such as web developers and photographers
6. Create a new WordPress-based website and maintain and develop as required.

7. Oversee and monitor social media activity and engagement and create engaging content.
8. Write and proofread web content, stakeholder newsletters, and social media posts.
9. Support the delivery of key external and internal communications.
10. Support the Head of Communications in training colleagues and making all ECITB documents accessible and on brand.
11. Monitor brand compliance internally and externally and take action when this is not adhered to.
12. Oversee the management of the ECITB photo library.
13. Monitor projects and media exposure and maintain contact databases, calendars and appointments
14. Attend ECITB national and regional events and capture insights through social media and digital activities
15. Support other members of the team in the delivery of day-to-day work tasks, including deputising the Head of communications where required.
16. Manage the Communications and Social Media Co-ordinator: 1:1's (including: coaching, supporting and development), PDRs and year-end assessments.

Role Parameters:

1. Line management responsibility.
2. Required to be full-time.
3. Home based with some office-based working from the ECITB's headquarters.
4. Some travel to different UK locations for work activities and occasionally work out of hours.
5. This role requires a Basic DBS check to be made before employment can start.

Person Specification

Experience & Qualifications

1. Educated to degree level or an equivalent level of competence
2. Highly proficient and creative user of graphic design software such as Photoshop, InDesign to create professional marketing material and publications.
3. Highly competent with Wordpress and experience of building and maintaining websites.
4. Experience working as part of a communications team and social media management.
5. Excellent communication abilities, in particular clear and succinct writing, editing and proof reading.
6. Excellent team-working, interpersonal and organisational skills – able to work effectively under pressure and balance multiple work priorities.
7. Creative thinker keen to identify innovative opportunities to boost the impact of communications materials and campaigns.

8. Experience of external and stakeholder communications, including producing and managing internal and stakeholder newsletters.
9. Understanding or a desire to understand the engineering construction industry.

Core Competencies

These competencies apply to everyone working for the ECITB. They represent the behaviours that promote individual and corporate success and high achievement. They should be read in the context of each individual job and take account of the job's scope and level of responsibility and complexity.

1. Business Acumen

Understands general business and financial concepts. Understands the ECITB and the ECI business, and uses both general and specific knowledge to make appropriate judgements in decision making and dealing with employers and other stakeholders.

2. Delivering quality results

Maintains a high level of commitment to personally getting things done. Delivers results and takes personal responsibility for achieving outcomes. Works effectively with little direction, and is dependable and responsible. Strives for high quality and effective outcomes. Finishes what is started and demonstrates persistence.

3. Customer Focus

Understands that customers are internal and external. Understands customer business needs and provides appropriate solutions. Anticipates, listens to and values customers' needs, suggestions and feedback. Ensures own work output is aligned with customer (internal or external) and stakeholder needs and anticipates future requirements.

4. Planning & Organising

Demonstrates effective organising and planning skills according to organisational and role needs by defining objectives and anticipating needs and priorities. Sets and achieves realistic goals and effectively anticipates deadlines and delivers required results. Where required, liaises with colleagues to use available resources effectively to simultaneously handle several projects. Demonstrates good time management and prioritising skills to handle multiple tasks and deadlines, and develops contingency plans in anticipation of possible obstacles. Constructs realistic time frames for completion and monitors progress. Is able to effectively manage own time and where required, the time of others.

5. Teamwork and Collaboration

Works effectively and collaborates with others toward a common goal. Able to build and maintain cooperative work relationships with others, and values others' input. Completes own tasks for group projects in a timely and responsible manner and directly contributes to reaching the group goal. Assists others to support the group goals.

6. Problem Solving

Demonstrates sound ability to analyse and solve problems within scope of role, through careful rational evaluation of information, and consideration of possible alternatives and consequences. Capable of generating or contributing to effective solutions to problems. Avoids making snap decisions with little or no sound rationale. Able to apply analytical and creative skills depending on the nature of the problem, and persistence to work at the problem until it is resolved.

7. Leadership, taking responsibility

This is both leading others and self-leadership. Regardless of the personal level of seniority, is an active member of the team, taking responsibility, communicating and respecting others' opinions, recognizing opportunities to help out, and offering to take initiative to get things done. Setting a good standard for others to follow. Understanding the organisation's culture

and people so that taking initiative is effective i.e. without stepping on toes. . Where leading others, setting clear vision and purpose, establishing realistic and measurable results expectations, building rapport and sense of team, holding self and others accountable, motivating others, and removing barriers.

8. Communication Skills

Communicates effectively, both verbally and in writing, to a wide range of different audiences in formal and informal settings so that the audience understands the message and a degree of influencing is achieved (as appropriate to the requirements of the role). Messages are clear and unambiguous, use of English is accurate, a professional business tone is adopted.

9. Professional behaviour

Conducts self in a responsible manner and treats others with respect. Responds to work-related problems, pressures, and obstacles in a rational and positive manner. Upholds ECITB's values, shows respect for diversity, and demonstrates a high level of integrity so that the ECITB 'brand' and reputation is enhanced. Demonstrates tenacity and resilience, supports colleagues, and is work-focused and reliable in working hours.

10. Delivering continuous improvement / adapting to change

Seeks opportunities to improve current processes, procedures, systems and methods to promote reliability, quality, and efficient output. Dedicated to the improvement of current work processes. Having a disciplined and detail orientation to own work and constantly looking for ways to improve or willing to alter current practice. Encourages others to apply similar discipline to achieve continuous improvement. Looks for new and innovative ways to deal with changing demands and achieve objectives.

Competencies