



<b>Job Title</b>	:	Communications and Marketing Manager
<b>Contract</b>	:	Permanent
<b>Salary</b>	:	£34,000
<b>Hours</b>	:	35 (9.30am – 4.30pm with ½ hour paid lunch break)
<b>Location</b>	:	Glasgow, with some hybrid working negotiable
<b>Reports to</b>	:	CEO
<b>Direct Reports</b>	:	Digital Marketing Officer

### **About Revive MS Support**

More than 15,000 people live with MS in Scotland, the highest prevalence of any country in the world. Based in Glasgow, Revive MS Support provides specialist multi-disciplinary services and support for those living with the disabling and debilitating symptoms of MS, and their families and carers.

### **Job Purpose**

As Communications and Marketing Manager, you'll be responsible for developing and leading Revive's communications, marketing, media, public relations, and brand.

You'll be raising awareness of how Revive can support everyone affected by MS, growing our profile with all existing and prospective stakeholders, and working closely with colleagues to help ensure our income matches our ambition.

### **Key Responsibilities**

#### **Management and Planning**

- Support the development and implementation of Revive MS Support's strategies and operational plans as part of the Senior Management Team
- Develop, implement, and monitor the Revive MS Support communications and marketing strategy including the development of effective and appropriate key messages about the work of Revive.
- Plan, agree and implement the communications and marketing plan across all areas of Revive MS Support activity, ensuring key measurable activity and outcomes are delivered, monitored, and evaluated.
- Line management of the Digital Marketing Officer
- Develop and monitor budgets, making recommendations for strategic investment to develop the capabilities and effectiveness of communications at Revive MS Support
- Contribute to meetings with the Board of Trustees as requested and prepare Board reports for monitoring
- Supporting the marketing and communications needs of teams across the charity, i.e. fundraising, clinical, grants.
- Any other appropriate duties as required

#### **Media and PR**

- Lead all media work, acting as first point of contact for media enquiries. Initiate and maintain excellent relationships with national, regional, local and specialist media, and produce engaging press releases which secure media coverage.

- Proactively identify opportunities to generate media coverage by researching and developing stories; and, keeping up to date with current developments and campaigns in the press and social media.
- Recruit and support spokespeople from families which Revive MS Support supports through our services for involvement in media work, publicity, and publications. Grow a bank of case studies to support Revive MS Support media activity.
- Act as Revive MS Support spokesperson where appropriate, clearly delivering the charity's agreed position.
- Develop and implement creative PR opportunities for promoting the work of Revive MS Support and raising awareness of the impact of MS on those affected.
- Develop and manage a crisis comms plan including the production of pre-prepared media statements and briefings to all staff, trustees, and volunteers as appropriate.
- Lead all activity up to, during and after MS Awareness Week in April.
- Lead on the development of the impact report

### **Digital**

- Support the Digital Marketing Officer to develop and implement a digital strategy aimed at growing audience engagement and supporting income generation through increased awareness and reach of all Revive MS support's activities.

### **Brand and Identity**

- Lead on organisational brand and key messages, including creating and maintaining appropriate and consistent tone, that is channel appropriate
- Act as brand guardian, ensuring consistent use of brand across the charity
- Devise a suite of organisational publications, literature, and marketing materials to raise awareness of the support available from Revive MS Support
- Plan and deliver internal communications to ensure our colleagues are connected across the organisation and briefed on key communications priorities

This job description is not exhaustive. As this is a new role it acts as a guide and may be amended to meet the changing requirements of Revive MS Support at any time after discussion with the post holder.

### **Person Specification**

#### **Essential**

- Minimum of 2 years' experience in a comparable role
- Proven experience of working with the press, generating media coverage, with case studies, and providing organisational comment
- Experience of developing, implementing, and reporting on PR/media/communications strategies or plans
- Excellent writing skills, ability to adopt a variety of styles and produce engaging, clear, and concise copy
- Experience of managing social media and other digital communications for awareness raising purposes
- Experience of growing social media communities and leading on social media strategy
- Experience of producing communications publications and material, including editing
- Excellent interpersonal skills, as well as the ability to influence journalists and stakeholders at all levels

- Experience of managing an organisation's website
- Good understanding of SEO and Google Analytics to create insightful reports

**Desirable**

- Experience of working in the third sector
- Experience of acting as a media spokesperson
- Experience of line managing individuals and/or teams
- Awareness of the experience of people affected by multiple sclerosis.

**Special conditions**

There is a need within this post for the holder to be flexible about hours of work, with the requirement for occasional work in the evenings and weekends.

The postholder must be willing to, on occasion, travel across Scotland and, potentially, elsewhere in the UK