

# **Job Title: Senior Marketing & External Affairs Manager**

Reports To: Commercial Director

Responsible for: Website and Social Media Manager

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## **Job Purpose**

The Senior Marketing & External Affairs Manager leads the organisation's external communications, brand positioning, and stakeholder engagement. This strategic role ensures the organisation's values, impact, and voice are communicated with clarity, consistency, and influence—supporting business growth, sector leadership, and reputation.

Working closely with the Commercial Director and senior colleagues, the postholder drives marketing strategy and implementation of branding, external communications, public affairs and digital presence. The role also contributes to internal communications and supports employer brand development. This is a dynamic, hands-on leadership role requiring depth across marketing, communications, and external affairs, as well as the initiative to deliver high-impact work across multiple channels.,

With a broad remit from strategy to practical implementation, the Senior Marketing and External Affairs Manager drives forward campaigns, manages external relations, and oversees the development of digital presence and creative content that strengthens the brand. With a strong focus on brand communication and marketing campaigns, thought leadership, advocacy, and public affairs, the role ensures that marketing supports the strategic growth objectives of the organisation while also influencing key external stakeholders and policymakers.

## **Key Responsibilities**

### **Marketing and Brand Leadership**

- Develop and lead the overarching marketing strategy, with a supporting annual plan of activity, setting clear priorities aligned with business objectives.
- Act as guardian of the brand, ensuring consistent brand positioning, visual identity, and tone of voice across all channels.
- Oversee collateral and content creation, including leaflets, videos, photography, blogs, and case stories (managing DesignCloud, external creatives, and agencies as required).
- Provide marketing support for new bids by generating positive stories on a regular basis and contributing compelling content for each bid submission.
- Provide local marketing support for operational teams, including events, recruitment drives, and community outreach.

### **Communications and Media Relations**

- Lead proactive traditional and digital PR activity to drive awareness of and promote the organisation's work, impact, and expertise.

- Manage media relations, building strong relationships with journalists and sector-specific publications.
- Lead on crisis communications, co-ordinating with senior colleagues to ensure the organisation's reputation is protected and responses are timely and effective.
- Ensure consistency of messaging across all platforms, aligning with organisational strategy and priorities.
- Oversee EasyRead communication support to ensure accessibility and inclusivity in all materials.
- Provide ad hoc project support to other departments requiring marketing and communications expertise.

### **External Affairs and Policy Engagement**

- Develop and implement a public affairs strategy to enhance the organisation's influence within the sector, ensuring it is grounded in sector insight and competitive research.
- Build and maintain relationships with policymakers, commissioners, and other key stakeholders.
- Create online content to support the company's stance on policy issues, positioning the organisation as a voice of influence in the sector.
- Monitor and analyse policy, market, and competitor activity to inform strategy and decision-making.
- Engage stakeholders at local and national levels to strengthen the organisation's external profile.

### **Resource Management and Integration**

- Manage the work of the Website and Social Media Manager, providing direction and development and ensuring alignment with the wider strategy.
- Provide 'dotted line' support to the Internal Communications Manager, providing guidance on employer branding and communications strategies.
- Manage the marketing and external affairs budget, ensuring effective allocation of resources and value for money.
- Provide leadership and mentorship to other colleagues involved in communications, marketing, and external affairs.
- Oversee relationships with external suppliers, including designers, videographers, and photographers, regularly reviewing performance and ensuring quality and cost-effectiveness.
- Source other external providers as required, with the support of Procurement, ensuring business needs are fulfilled.
- Work closely with Operations, Commercial, Internal Communications and other departments as required to provide marketing and communications oversight and ensure commercial initiatives are optimised and stakeholder relationships are managed effectively in an integrated way.

### **Governance and Reporting**

- Report regularly to senior leadership on marketing and external affairs performance, budget performance, activity planning, opportunities, and risks.
- Ensure all activities comply with relevant legislation, guidance, and best practice.

## Person specification

	Essential	Desirable
<b>Values</b>	<p>Demonstrates organisational values:</p> <ul style="list-style-type: none"> <li>• <b>People at the heart of everything we do</b> <i>We listen, we learn, we build on strengths.</i></li> <li>• <b>We give our best.</b> <i>What we do matters. Good days and bad, we take responsibility.</i></li> <li>• <b>We work together.</b> <i>We are one team and value people's strengths and differences. We are open and trusting with each other.</i></li> <li>• <b>We have courage.</b> <i>We try new things. We are creative and adaptive.</i></li> </ul>	
<b>Skills and experience</b>	<ul style="list-style-type: none"> <li>• Proven experience in a senior marketing, communications, or external affairs role.</li> <li>• Strong track record of developing and implementing successful marketing and branding strategies and plans.</li> <li>• Experience in managing proactive PR and media relations, including crisis communications.</li> <li>• Demonstrable experience in stakeholder engagement, public affairs, and influencing policymakers.</li> <li>• Excellent writing and content creation skills, with the ability to tailor messages to different audiences.</li> <li>• Strong project management skills, with the ability to manage multiple priorities and deadlines.</li> <li>• Experience overseeing website management and development, digital communications, PR, and social media.</li> <li>• Ability to analyse policy and market trends, and translate insights into strategy.</li> <li>• Proven experience of selecting, briefing and managing suppliers (designers, videographers, agencies, etc.) to deliver effective and cost efficient services.</li> <li>• Experience supporting local marketing and community engagement activities.</li> <li>• Line management experience, including mentoring and supporting the development of others.</li> <li>• Budget management experience, with a focus on achieving value for money.</li> <li>• Excellent interpersonal and communication skills, able to build trusted relationships across diverse audiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in the health, social care, or not-for-profit sectors.</li> <li>• Understanding of the social care market, particularly services for people with learning disabilities.</li> <li>• Knowledge of regulatory frameworks relating to social care and housing</li> <li>• Knowledge and understanding of issues affecting people with learning disabilities and their families.</li> <li>• Experience in thought leadership campaigns and positioning organisations as sector influencers.</li> <li>• Experience of SEO and digital PR to target online search platforms and LLMs.</li> <li>• Experience in internal communications, employee engagement and employer brand management.</li> <li>• Familiarity with accessible communication formats (e.g. EasyRead, UserWay, ReciteMe, ReachDeck).</li> <li>• Familiarity with matrix-style management working for dotted-line employees.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience using data, analytics, and evaluation tools to measure the impact of marketing and communications activity.</li> <li>• A self-starter with the ability to balance strategic leadership with hands-on delivery.</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent experience in marketing, communications, public relations, journalism, or a related field.</li> <li>• Evidence of ongoing professional development in marketing, communications, or external affairs.</li> </ul>	<ul style="list-style-type: none"> <li>• Training or certification in marketing (e.g. CIM), PR (e.g. CIPR), public affairs, stakeholder engagement, or policy analysis.</li> <li>• Qualifications or recent training in SEO and digital PR.</li> <li>• Qualifications or training in accessible communications e.g. EasyRead.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Values-driven, with a commitment to improving the lives of people with learning disabilities.</li> <li>• Professionalism and gravitas to act as an ambassador for the organisation.</li> <li>• Resilient and adaptable, able to manage competing priorities.</li> <li>• Collaborative and team-oriented, with the ability to build strong internal and external relationships.</li> <li>• Strategic thinker who can also be hands-on and deliver operational tasks when required.</li> <li>• Excellent communicator, able to engage and inspire diverse audiences.</li> <li>• High level of integrity, discretion, and professionalism in handling sensitive issues.</li> <li>• Creative and innovative, with the confidence to propose new ideas and approaches.</li> <li>• Strong attention to detail, ensuring accuracy and consistency in all communications.</li> <li>• Full UK driving licence and willingness to travel nationally to engage with local teams, and stay overnight when required.</li> </ul>	<ul style="list-style-type: none"> <li>• Existing stakeholder relationships in public affairs in the health, social care, or not-for-profit sectors.</li> <li>• Politically astute, with the ability to navigate complex stakeholder environments.</li> </ul>