

ROLE PROFILE

Role Details

Job Title: Strategic Communications & Campaigns Manager	Pillar / Department: External Relations
Responsible for: Social Media Executive (TBA), Events Co-ordinator	Location: Head Office
Line Manager Job Title: Director, External Relations	Created: 07/11/2023 Last Updated:

Job Goal

Driving & planning integrated, high-impact communications activity across all our channels & platforms, to grow our engagement activities and social media following
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Role Responsibilities

Responsibility	Outcome and measures
We are looking for an experienced communications professional to help drive forward Lantra's mission and raise awareness of our careers, training and qualifications offer:	
Position the Lantra brand with stakeholders and key audiences	<ul style="list-style-type: none"> Develop and deliver a comprehensive engagement plan; identifying measures of success
Plan and deliver integrated communications to grow Lantra's external profile with key audiences and stakeholders	<ul style="list-style-type: none"> Increased recognition and awareness of Lantra; targeted campaigns and social media engagement; reporting on metrics
Management and establishment of relationships with media partners, trade press and stakeholders with shared goals	<ul style="list-style-type: none"> Expansion of media partnerships and joint campaigns with partners, leveraging their followers and communities
Development of an advocacy programme, providing tools to support their activities promoting Lantra	<ul style="list-style-type: none"> Successful implementation of a programme for Lantra advocates, including Trustees and our newly established Land-Based & Environment Voices network
Build a strategy for social media which maximises the use of short-form videos and animations	<ul style="list-style-type: none"> Engaging content with high engagement rates; achievement of KPIs for social media
Oversee the PR for a national Awards programme to recognise new talent in our sector	<ul style="list-style-type: none"> Delivery of a successful annual celebration of learners; number of nominations and sponsors; media coverage secured.

Role Dimensions

Budget responsibility:	Number of Direct/Indirect Reports:
	2 direct line reports (Social Media Executive, TBA and Events Coordinator)

Person Specification

Knowledge / Skills Required

Essential	Desirable
<ul style="list-style-type: none"> Strong communication skills, with an eye for inspirational stories Copy writing and the ability to ghost write 	<ul style="list-style-type: none"> Knowledge of awarding bodies/sector skills councils Knowledge of the land-based and environment industries
<ul style="list-style-type: none"> Skilled in maximising brand reach & engagement through a range of channels 	
<ul style="list-style-type: none"> Ability to produce creative briefs/comms plans/propositions to inform campaign development 	
<ul style="list-style-type: none"> Understanding of best practice in the evaluation of and reporting on communications strategies 	
<ul style="list-style-type: none"> Excellent working knowledge of Microsoft outlook and platforms/tools for sharing information engaging audiences 	

Experience

Essential	Desirable
<ul style="list-style-type: none"> Planning and advising on major campaigns 	<ul style="list-style-type: none"> Experience of working in a commercial environment
<ul style="list-style-type: none"> Guiding strategic communications with audience insight and analysis 	<ul style="list-style-type: none"> Experience of production
<ul style="list-style-type: none"> Engagement and management of stakeholders to deliver communication priorities 	<ul style="list-style-type: none"> Leading a team
<ul style="list-style-type: none"> Developing an external brand profile, positioning and risk management 	
<ul style="list-style-type: none"> Experience of PR and pre-production 	
<ul style="list-style-type: none"> Working to budget and delivery of targets 	
<ul style="list-style-type: none"> People management and development 	

Qualifications

Essential	Desirable
<ul style="list-style-type: none"> Degree (or equivalent) in Media & Communications or Marketing 	<ul style="list-style-type: none"> Member of Chartered Institute of Marketing or other relevant body

Behaviours

Essential	Desirable
Customer First	<ul style="list-style-type: none"> Continually seeks improvements to customer service Aims to solve customer problems quickly and in full Rises to challenges to take ownership of customer issues
Commercially Driven	<ul style="list-style-type: none"> Understands the business structure and their role in achieving business plan Strives to get think commercially to achieve cost savings

	<ul style="list-style-type: none"> Looks to streamlining process, costs and resources to focus on adding value
Collaborative	<ul style="list-style-type: none"> Encourages effective communication across all levels Shares knowledge and information Asks questions and checks understanding
Camaraderie	<ul style="list-style-type: none"> Shares knowledge and information with team members and colleagues across teams. Recognises and responds when others require help and support Is approachable and open to the ideas of the team
Leadership	<ul style="list-style-type: none"> Acts as a role model of the corporate values and behaviours Develops trust by delivering on promises and communicating all changes Engages with others and makes suggestions or offers help when it is needed
Personal Effectiveness	<ul style="list-style-type: none"> Take ownership of a task they have been allocated and follows through Plans ahead and communicates these plans to those who need to know Is more proactive than reactive in their approach Is adaptable when the needs of their role or the organisation changes