

Job Description

Director of Marketing & Communications

Job Details

Job title	Director of Marketing & Communications
Job purpose	To develop and deliver an effective marketing and communications programme to grow market share and raise awareness of accreditation, training and UKAS.
Job location	Head Office
Reports to	Executive Director - Commercial

Dimensions

Line management	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Budget holder	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Job Purpose

Core responsibilities	<ul style="list-style-type: none"> + Develop and deliver UKAS' marketing and communications strategy to support training and accreditation revenue streams in target markets. This includes preparing and controlling the budget. + Develop, execute and monitor omni-channel marketing campaigns that deliver budget revenue for accreditation, training and advisory services. + Report on all marketing activity on a weekly/monthly basis against KPIs and adjust as appropriate to maximise effectiveness. + Maintain the UKAS brand and develop the value proposition to ensure consistency of message. + Proactively develop and maintain UKAS' content programme to increase understanding of the value & benefits of accreditation across all channels by utilising internal resources and the PR team. + Manage and develop UKAS' website to raise awareness and deliver against lead targets using SEO and SEM techniques.
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	<ul style="list-style-type: none"> + Manage and develop UKAS’ social media strategy to improve customer and stakeholder engagement. + Collaborate with sales, senior management, external affairs and the product development team to build demand creation and lead generation opportunities. + Manage and proactively develop UKAS’ webinar and events programme to maximise impact and effectiveness and promote the UKAS brand. + Manage market research activities and accreditation awareness index. + Manage internal communications to ensure consistency of message to all employees in a position to influence external audiences. + To mentor and develop the marketing team to ensure activity is maximised against business objectives. + Support UKAS’ global network commitments as appropriate relating to EA and ILAC. <p>Decision Making</p> <ul style="list-style-type: none"> + Appropriate communication channels to raise UKAS profile. + Lead targets. + Reporting & KPIs. + Revenue achievement. + Budget management.
Non-Core responsibilities	<ul style="list-style-type: none"> + N/A

Signature of job holder:			
Name:		Date:	