

Role profile

Title: Programme Communications Manager, Enterprise, Regional

Directorate: Communications and Engagement

Reports to: Senior Marketing and Communications Manager

Overall aim

To increase awareness of and engagement with the Enterprise Directorate's activities, with a particular focus on the Academy's regional Hub portfolio, which includes programme and ecosystem engagement. Develop marketing plans and materials, tailor outreach to regional audiences, and identify and amplify stories and case studies from the Academy's regional hubs in partnership with the wider communications and engagement directorate.

Key responsibilities and tasks

- Develop and deliver communications plans to raise awareness of the work of the Academy's Enterprise programme portfolio and wider regional ecosystem activities.
- Contribute to and deliver marketing campaign plans for the Academy's UK enterprise programmes, providing a regional focus where appropriate, to deliver a sufficient volume of high quality, diverse applications and increase awareness across the UK of the Enterprise Hub brand.
- Plan and deliver targeted paid marketing activity, including social media marketing where appropriate.
- Monitor and analyse website behaviours and marketing campaign performance and report on activity to attract and engage identified audiences, optimising performance.
- Produce marketing and communications materials in line with the Academy's editorial and visual identify guidelines (incorporating guidance specific to Enterprise programmes) including regional variants where necessary. This may include printed flyers, digital graphics, video clips, social media copy, blog posts, website copy, email marketing copy, case studies or press releases.
- Commission and liaise with third-party suppliers to deliver the above.
- Identify and capture success stories and impact from across the Hub community, ensuring content is captured from across all regions of the UK, for use in earned and owned media, whole-Academy communications collateral, events, and thought leadership and public engagement campaigns.
- Work with the Academy's in-house media, digital, and publications teams to ensure brand alignment and joined-up messaging.
- Work with the Academy's regional engagement team (based locally) to ensure alignment with regional audiences and leverage opportunities to align with wider ecosystem activity.
- Identify and map opportunities to further regional engagement, including regional networks and communications lists, and local ambassadors and influencers, to strengthen the reach of communications regionally.

- Share learnings, approaches and expertise with other programme communications colleagues to help ensure consistency of approach and messaging, and continual improvement of marketing approaches.

Key results

- Clear communications and marketing plans are created and delivered for key activities – eg Regional Talent Engines, regional hub launches, local engagement activities.
 - Improved visibility of opportunities among potential programme applicants across the UK and Ireland as necessary
 - Improved numbers of applicants to entrepreneurship programmes from locations outside the golden triangle.
 - A repository of usable content (including case studies and awardee testimonials) generated from portfolio companies across the UK
 - Consistent approach to messaging across all regional activity to help build brand awareness.
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Role experience, knowledge and skills profile

	Essential	Desirable
Experience & qualifications	<ul style="list-style-type: none"> • Experience of developing and delivering B2B and/or B2C communications or marketing plans • Experience of graphical and written content production, adhering to brand messaging and visual identity guidelines • Website management experience using a content management system • Experience of stakeholder management and engagement • Experience of project management 	<ul style="list-style-type: none"> • Graduate or equivalent qualification in marketing or related discipline • Experience of working in entrepreneurial environment and/or the engineering/innovation sector • Experience of working in an in-house communications team, alongside colleagues from other communications disciplines • SEO experience • Experience using the MS Office suite, including Sharepoint, for project management and collaboration
Knowledge	<ul style="list-style-type: none"> • Knowledge of best practice in digital marketing • Knowledge of a range of communications disciplines • Good level of understanding of data and analytics and how they can best be used to meet marketing objectives 	<ul style="list-style-type: none"> • Understanding of entrepreneurial challenges and opportunities specific to different regions of the UK

	<ul style="list-style-type: none"> • Knowledge of good practice in communications and marketing evaluation • Working knowledge of the entrepreneurship and engineering ecosystem in the UK 	
Skills	<ul style="list-style-type: none"> • Highly organised with excellent time management skills • Ability to prioritise workload / competing deadlines • Able to work autonomously with minimal supervision • Effective communicator – both orally and in writing • Effective storytelling and copywriting skills • Excellent editing and analytical skills • Strong attention to detail • Team worker with good interpersonal skills 	
Personal style and behaviour	<ul style="list-style-type: none"> • Personal commitment to the corporate values, vision and objectives of the Academy • Self-motivated and proactive • Diplomatic and flexible 	
Other requirements	<ul style="list-style-type: none"> • Ability to regularly travel to UK regional hubs (currently including London, Belfast, Swansea, Glasgow, Liverpool, and Newcastle). • Commitment to quality, best practice and best value in all aspects of the Academy's operations • Evidenced commitment to equality and diversity 	