

STEM Learning Limited

1. Role Particulars	
Role Title: Marketing and Communications Lead	Reports to: Senior Marketing and Communications Lead
2. Organogram	
<pre> graph TD H[Head of Administration and Communications] --> S[Senior Marketing and Communications Lead] S --> M1[Marketing and Communications Lead] S --> M2[Marketing and Communications Lead] S --> C[Community and Content Manager] M1 --> O1[Marketing and Communications Officer] M2 --> O2[Trainee Marketing and Communications Officer] </pre>	
3. Purpose of role	<p>The Marketing and Communications Lead role exists to provide a focal point for effective marketing and communication planning and delivery.</p> <p>They will raise and develop awareness of the full range of support available from STEM Learning by skilful strategic and tactical choice and use of a range of channels and approaches.</p> <p>They will hold responsibility for adherence to agreed processes, sponsoring continuous improvement and demonstrating effectiveness of activity through regular performance reporting.</p> <p>They will ensure effective cross-working by collaboration and resource sharing with other Leads.</p> <p>They will work closely with the Senior Lead on Marketing and Communications plans.</p> <p>They may have line management duties for Marketing and Communications Officers.</p>
4. Key Results / Accountabilities expected from role	<p>Plan, manage and deliver marketing and communications activities:</p> <ul style="list-style-type: none"> Plan and deliver a full, aligned portfolio of digital and offline marketing, communications, and PR activities Work with colleagues and partners to develop and deliver effective, achievable communication plans Report on marketing/communications activities in terms of performance, budget, and return on investment Continuously evaluate and improve marketing/communications activities and support Monitor competitors and markets to assess best practice, embed learnings and test new approaches <p>Create, shape and drive integrated marketing and communications campaigns:</p> <ul style="list-style-type: none"> Design and drive powerful, integrated campaigns that promote our organisation, brand and

products

- Ensure that all content is written in a confident, compelling, and concise style, flexed to each medium
- Drive effective use of data to develop high-impact, personalised marketing/communications
- Find ways to improve marketing/communication by distilling and using insight from a range of sources
- Encourage leverage of existing content, research, and events to maximise impact
- Administer digital platforms for marketing activity, e.g., STEM Learning websites, ecommerce platform (Shopify) and resources

Manage a suite of communications support:

- Manage marketing agencies to complement in-house operations, driving performance and ensuring cost-effective solutions
- Ensure effective marketing/communications guidance, advice and training
- Facilitate and encourage the sharing of marketing/communications best practice
- Continuously evaluate and improve marketing/communications support provided
- Monitor and report on the effectiveness of network marketing/communications activities

Line manage and overview the work of Marketing and Communications Officers as required:

- Ensure that Officers' activities are delivered to time, cost, and quality to achieve plans and objectives
- Offer feedback and coaching to encourage Officers to improve their skills and capabilities
- Review Officers' performance on a regular basis and maintain good records
- Collaborate with fellow Leads to share resources and expertise effectively

Other responsibilities:

- Ensure data protection, contract, and other STEM Learning policies are followed
- Act as a 'voice of the customer' in the business to ensure we are audience-led
- Develop and deliver training to internal and external stakeholders
- Represent Marketing and Communications at appropriate events, meetings and committees
- Keep professionally updated by undertaking CPD
- Undertake other duties that may reasonably be requested

5. Key challenges faced in the role

Balancing priorities and resources to achieve optimum results, reporting on effectiveness of communications activities and return on investment across different channels and activities.

Cross-working across Marketing and Communications to ensure best use of resources and alignment of approach and messages, leading to optimised promotion of STEM Learning propositions.

Maintaining rapid deployment of fresh, compelling, digital content (website, email, social media) to maintain momentum and dynamism for propositions and brands.

Collaborating effectively with stakeholders: management, funders, and a wide range of external partners.

Embedding marketing/communication expertise across STEM Learning through productive working relationships with other departments, working groups, and partner organisations.

6. Any other information (particular reference to planning (nature and impact), scope of impact).

This role is instrumental in ensuring that all schools, colleges, employers and wider partners are aware of and able to make use of the support provided by STEM Learning.

This is an important role operating in a fast-paced, constantly evolving environment. The Lead will need to both undertake project work and overview that of Officers so that we are able to deliver high-impact marketing activities. The role will offer the opportunity for the Lead to gain strong strategic experience across all areas of marketing and communications, and to manage and develop less experienced professionals.

The Lead will ensure that communications activities are focused on the areas where they add most value and will take responsibility for demonstrating operational effectiveness. The Lead will take action to equip

network partners to undertake effective marketing and promotion whilst adhering to brand guidelines, compliance and best practice.

7. Relevant experience and expertise (typical educational qualification and experience)

Education/experience: Degree and/or relevant professional qualification and/or a track record of experience in a similar or related role, or equivalent experience acquired through a combination of vocational training and extensive on-the-job experience, demonstrating development through a series of progressively more demanding roles.

Knowledge and understanding: Expertise with typical marketing/communications work practices, processes and procedures, including broader commercial awareness. Operationally adept with a range of relevant systems, platforms, tools and channels. Acute understanding of compliance and good governance in all activities.

Communication skills: Highly-developed written and oral communication skills with excellent attention to detail. Advanced interpersonal skills, flexing communication style and delivery to the needs of the audience. Expert at writing compelling, concise, copy for a diversity of media. Ability to influence effectively at all levels.

Planning and problem-solving: Experience of planning and progressing work activities using initiative and judgement without unnecessary recourse to more senior managers. Strong self-motivation and achievement focus, with proven analytical and problem-solving capabilities. Finds a way forward in challenging circumstances.

Stakeholder management: Strong customer orientation and ability to form effective working relationships with a wide range of internal and external stakeholders. Highly skilled in advancing a reasoned, evidence-led case for a course of action, and in negotiation. Very effective skills in supplier selection and management.

Performance monitoring: Experience in monitoring key marketing/communication metrics, ensuring good cost control, and in delivering incisive regular reporting, which both diagnoses what is working well/less well and recommends practical innovations and improvements.

Leading others: Ability to unlock the motivation, drive, and professional growth of team members, delegating effectively, monitoring performance, providing on-the-job coaching and training as required. Ability to manage work performance through timely feedback and honest, regular, conversations.

Personal qualities: This role would best suit someone who is positive, conscientious, circumspect and loves to get things done. Well-developed skills in assimilating complex information, making good decisions quickly, and working well under deadline pressure. Able to maintain an enthusiastic manner and offer solutions, not problems.

Note: This important role will require flexibility of working pattern to manage the shifting levels of workload.

8. Economic dimensions associated with the role (if any)

Delegated responsibility for small/medium amounts of campaign expenditure within agreed budget lines.

9. Location

York-based with occasional UK travel, including overnight stays.