



Job Application Pack

Senior Marketing & Communications Manager

May 2021



MANCHESTER PRIDE

Manchester One / 53 Portland Street / Manchester / M1 3LD / United Kingdom
T: +44 (0)161 831 7700 / Email: info@manchesterpride.com

VAT number: 915888380 Company number: 4671318 Registered Charity no: 1117848

Dear Applicant,

RE: Joining The Team at Manchester Pride

Thank you for showing an interest in joining the team here at Manchester Pride.

To help you with your application, please find attached some further information about our charity and a detailed specification for the role of Senior Marketing & Communications Manager.

The recruitment process includes two stages – the submission of your CV and covering letter outlining why you would like to join the team in this role, followed by a face to face interview (either via video call or in person - subject to advised restrictions at the time of interview) at which you will be asked to present your response to a brief which will be outlined to shortlisted candidates. Throughout the process we may opt to include a third stage either with an informal telephone conversation or further formal presentation based interview.

To kick things off, you will need to submit your application either via email or post. The deadline for applications is Thursday 10th June 2021. Details of where to send your completed application form can be found in the notes.

If you have any questions about the process or would like an informal chat about the role, please do not hesitate to contact our Marketing Manager, Holly Shortall at holly@manchesterpride.com, stating the role title in the subject heading.

Best of luck with your application.

Mark Fletcher

CEO

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About Manchester Pride

Underpinned by an exciting post pandemic strategy, Manchester Pride is a multi-million pound turnover not-for-profit organisation committed to creating a city – and a world - where people are able to live and love free from discrimination.

We campaign for equality; challenge discrimination; create opportunities for engagement and participation; celebrate lesbian, gay, bisexual and transgender life; and fundraise to enrich and empower LGBTQ+ organisations, charities and communities in Greater Manchester.

We are most famous for our annual programme of Lesbian, Gay, Bisexual, Trans, Queer and Inclusive (LGBTQ+) events in Greater Manchester which each year bring more than 200,000 people together to celebrate queer life.

Our programme includes the Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Biphobia and Transphobia (IDAHOT), our year-round calendar of culture, Superbia and our flagship event, The Manchester Pride Festival, over August Bank Holiday.

Our events and community focussed initiatives are at the heart of our pandemic recovery strategy, which seeks to reimagine our programme to deliver an internationally acclaimed and significantly enhanced experience for users befitting a city at the heart of the Northern Powerhouse.

Manchester Pride also acts as a grant making foundation, raising money through its events and then distributing them to LGBT good causes across the Manchester city-region. Our grants range from helping the Village Football Club buy new kit to larger grants with organisations like the LGBT Foundation and Albert Kennedy Trust which help achieve our vision.

To find out more about our events and initiatives out our [website](#).

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Our Vision:

A world where LGBTQ+ people are free to live and love without prejudice.

Our Mission:

We are committed to improving the lives of LGBTQ+ people. We are part of a global pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

Our Values:

Inclusivity: We believe that everybody has a contribution to make regardless of any differences and in particular respect of their protected characteristics.

Empowerment: We believe that everybody should be supported to have the confidence and opportunity to live the way they want.

Togetherness: We believe that great things can be achieved through working with individuals, organisations and communities

Our Current Goals:

- Stage an annual world class celebration of LGBTQ+ life in Greater Manchester
Maintain the position of the festival on its international platform, acting as a beacon for LGBTQ+ equality in Greater Manchester and throughout the world.
- Educate people on LGBTQ discrimination and take steps to reduce it
Help the people of Greater Manchester and beyond to recognise, understand and challenge discrimination against LGBTQ+ people.
- Raise awareness and support for LGBTQ+ mental health
Partner with third party organisations to deliver a programme of work designed to support the mental health and wellbeing of LGBTQ+ people in Greater Manchester.
- Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester
Make packages available to provide essential support for projects and initiatives aimed at improving the lives of LGBTQ+ people in Greater Manchester.
- Increase representation for further marginalised sectors of LGBTQ+ communities Partner with third party organisations to deliver a programme of work designed to increase visibility and support the issues faced by further marginalised LGBTQ+ communities in Greater Manchester.

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Role Specification

Job Title: Senior Marketing & Communications Manager

Location: Manchester

Salary: £37,500 + Pension + Benefits

The Opportunity

We are looking for a dynamic, creative, highly driven and experienced Senior Marketing & communications Manager who fully understands the nature of our work and wants to join a passionate, dynamic team on our journey to sustain the performance of a successful charity.

The Role

The Senior Marketing & Communications Manager will be responsible for all marketing activities across the organisation. Working closely with the senior management team and the CEO you will oversee the implementation of integrated marketing campaigns that support the requirements of the charity, its events and initiatives.

The role is based at our City Centre office, with elements of home working and will require some international travel.

Specific Responsibilities

- Lead on the creation and implementation of the charity marketing strategy across all areas of the marketing mix
- Implement campaign activity, promotions and activations to support a growing event and initiative portfolio
- Develop current and new marketing partnerships
- Work closely with the events team to understand the nature of our event marketing requirements
- Work closely with colleagues on the engagement team in creating integrated marketing campaigns to further the development of engagement strategies
- Work with external agencies to ensure the timely delivery of targeted campaigns within budget
- Assist with the management of Media, Marketing/PR and Commercial relationships and work closely with partners to understand their business needs and objectives
- Oversee the management of the website and all social media channels
- Manage budgets for all marketing and communications activity
- Act as a data champion for the charity

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- Be proficient in using analytical tools such as Google Analytics in measuring campaign success
- Analyse marketing data and campaign results
- Prepare plans & evaluations from audience research
- Compile monthly reports to monitor the effectiveness of marketing campaigns
- Produce content for and manage direct external communications
- Manage the design and production of all merchandise, collateral, corporate stationery and promotional materials
- Line manage the Marketing and Communications Assistant and Digital Content Producer in their day to day roles

The above list of duties is indicative only and not exhaustive. The successful candidate will be expected to perform all such additional duties as are reasonably commensurate with the role. Please take note that due to the nature of our work, the flexibility to work outside normal office hours will be required.

Terms and Benefits

This is a 12 month fixed term contract, with the potential for permanent appointment thereafter.

The role is full time - equivalent to 37 hours per week through our flexible working policy, with a provision for annual leave of 25 days per annum plus bank holidays and an extra day off for your Birthday!

There is a four month probationary period which the the post holder will have to successfully complete.

There perks and benefits that team members can expect to enjoy include:

- 6 % employers contributory pension
- Perk box membership inc. cyclescheme and techscheme
- Personal training budget allowance
- Monthly wellbeing activities
- Wellbeing buddy scheme
- Annual team fun day
- 2 volunteer days per year to support a cause of your choice

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Person Specification

The successful candidate will have experience planning, managing and evaluating large scale campaigns, promotions and event activations working across the full marketing mix.

This is a truly unique role which provides the opportunity to work locally, regionally and internationally on a number of campaigns simultaneously.

We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans, non-binary and/or older people (aged 50+), to improve the representation of colleagues from these communities in our team.

Skills, Experience and Qualifications

Essential

- A minimum of two years experience in a similar senior marketing role
- Demonstrable success of planning and delivering successful multi platform marketing campaigns
- Thorough understanding of the marketing mix
- Ability to prioritise goals and deliver against deadlines
- Capacity to work on multiple projects simultaneously
- Exceptional communication and interpersonal skills
- Excellent written communication skills for producing high quality content
- Experience in planning and buying media
- Creative skills for contributing to new and innovative ideas
- Highly organised with a positive and proactive approach to work
- Excellent reporting and presentation skills
- Excellent time management
- Proficient in IT with comprehensive knowledge of existing and emerging social media platforms
- Proficient in using analytical tools such as Google Analytics in measuring campaign success
- Understanding of the core aims and objectives of Manchester Pride
- Flexibility and commitment

Desirable

- Educated to degree level or similar
- Qualification in marketing or related field
- Knowledge and experience of working within the events / entertainment sectors
- Experience with design and editing software
- Understanding of commercial partnerships and co-promotional activations
- Full UK Driving licence

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General - All staff are required to:

- Familiarise themselves with the organisation's policies and procedures held on the HR system accessible by all staff at any time;
- Uphold the Equal Opportunities, Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the organisation;
- Act at all times within the organisation's rules, policies, procedures and any other statutory requirements;
- Be proactive, bring ideas, suggestions and contribute to business improvement.
- Undertake training as required;
- Attend staff and team meetings as required;
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues, customers and visitors;
- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skills level to respond to changing priorities and make sure that customer needs and business objectives are met.

Application Process

You will need to provide the following documentation to be eligible for the position:

1. A CV
2. Covering letter answering the following questions:
 - a. Explain your motivation to apply for this role.
 - b. What you feel you is the biggest marketing challenge for the charity.
3. Completed [Equal Monitoring Form](#) (this will be detached and anonymised)

Your completed application will be reviewed by the senior management team, supported by an independent recruitment specialist who will then invite any suitable candidates to meet and discuss the role further in a formal interview.

Your completed application should be submitted by email to sarah@manchesterpride.com or by post to: The CEO, Manchester Pride Ltd, Manchester One, 53 Portland Street, Manchester, M1 3LD.

Applications should be received no later than the close of business on Thursday 10th June 2021. Interviews will be held w/c 14th June.

If you would like to have an informal chat about this role please email holly@manchesterpride.com stating the role in the subject header.

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