Opportunity for **Senior Communications Manager** to join Unity Trust Bank

# S:\MARKETING\Job Bag\UTB 616 Social media content\Social media content & approvals\Images for use\Pitch book cover.JPGWhy Unity

**Unity is the bank you can be proud to bank with. We help organisations to prosper and contribute to economic, community and social change. Put simply, we’re here to help create a better society.**

All of our funding comes from customer accounts and we benefit from a loyal, growing customer base. We use the deposits our customers entrust to us to fund lending which supports the communities we collectively serve.

# Purpose of the role

Responsible for the bank’s corporate and marketing communications, delivering the full mix of internal/external communications supporting corporate affairs and strategic brand campaigns (digital and print).

This is a high pace role requiring strategic dexterity as well as good instinct, judgement and a willingness to embrace written detail. Executive communications support to the CEO, as well as strong links with Operations, Sales and HR. Manage and develop one direct report as well as the communications budget/spend and third party agencies.

# Responsibilities

* Proactively create and implement strategic and tactical activity to generate brand engagement and high quality leads supporting the bank’s ambitions – including acquisition, cross-sell, up-sell and member-get-member (as appropriate).
* Help build brand strategy and take the Unity story to market through appropriately proposed communications and press engagement.
* Measure all communications activity and produce regular executive level reports which document and track engagement trends with the brand and campaign activities.
* Develop and implement a content strategy across defined communication channels including social, web, mobile and PR.
* Own and deliver the UTB web strategy and other digital communications.
* Liaise with the operations team to ensure high quality customer experience - propose and deliver outbound campaigns.
* Plan and deliver a communications calendar, leading and implementing communications including membership on the ‘Unity in the Community’ committee.
* Define and deliver stakeholder and investor communications including presentations, newsletters and investor relations website.
* Manage links between Marketing and Sales. Act upon their feedback to scope and deliver marketing communications.
* Deliver the bank’s sponsorship, hospitality and corporate affairs events.
* Presentations – development and delivery.
* Monitor competitor communications, to ensure the bank is aligned with market developments.
* Work with the Social Impact Manager to deliver communications in association with this work.
* Manage the marketing third party agency roster with regular fit for purpose reviews.
* Plan and manage marketing communications spend – assisting the Director of Customer Propositions and Strategic Marketing with the wider budgeting cycle.
* Manage and develop the Marketing Communications Assistant and contribute to a ‘raising the bar’ for marketing and communications across the bank.

# PERSON SPECIFICATION

(E = essential D= desirable)

# Professional qualifications

* English and/or Creative Writing (E)
* Journalism or Media Relations (D)
* Marketing Qualification (D)
* Business related degree (D)

Other requirements specific to the role **–** e.g**.** Flexibility re working hours/willingness to travel

* You will be from either an in-house or agency background with experience of working with corporate, financial or professional service organisations, the successful candidate will have experience of building effective communication programmes which engage customers and employees.
* Experience of working with and influencing senior executives/leadership.
* Ability to work alone as well as in a team in a demanding environment.
* Comfortable moving within a range of highly tactical delivery through medium term strategic planning.
* Embracing of the dynamism, pace and individual difference of a start-up business.

**If you are interested in applying for this role, please send a copy of your CV with a cover letter to** [**hr@unity.co.uk**](mailto:hr@unity.co.uk)**. The closing date for applications is midday on the 14th July.**

Further detail available following application short listing.