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Communication Manager



Recruiter	EasyWebRecruitment.co m
Location	Manchester
Salary	Competitive
Posted	24 Mar 2016
Closes	15 Apr 2016
Ref	0037293
Sector	Public Sector, Community
Function	Marketing
Job Type	Manager
Hours	Permanent

Communication Manager

The Manchester Growth Company (MGC) is a unique multi-service delivery provider with a responsibility for delivering growth and prosperity for the city-region and beyond. MGC is commercial in its ambitions, yet not-for-profit. The variety of audiences will mean the marketing function will have to deploy innovative effective B2B activity to influence blue chip decision makers; alongside influencing partners including national government departments and ultimately providing real purpose in a challenging and target performance environment.

Position: Sector Communication Manager
Location: Manchester, Lancashire
Salary: £Competitive

ROLE:
The Communications Manager will work as part of Marketing Manchester’s Sector Marketing team on the delivery of the ERDF-funded Sector Programme that promotes Manchester as a place that excels at doing business in the priority sectors (including digital / tech / creative and media, science and advanced manufacturing) within key international markets (e.g. America, China and India).

RESPONSIBILITIES:
a) Develop and deliver communications plans in conjunction with the Head of Sector Marketing which fulfils identified corporate objectives and maximises the profile of Manchester.
b) Write, proof read, and edit for a variety of online and offline channels including website content, landing pages, emails, paid advertising, print, press releases and events.
c) Work effectively across a number of platforms to deliver targeted, appropriate communication messages to a wide variety of B2B sector audiences.
d) Manage effective media relations in support of key objectives and as an integral element of the communications strategy. To deliver a range of digital communications in conjunction with the digital team.
e) Plan, schedule, manage, create and deliver engaging content on time and to brief.
f) Provide guidance and insight to programmes around best practice, copy variations for A/B testing, general observations on how content can be improved for campaign progression.
g) Manage communications and maintain good working relations with key partner and stakeholder agencies, including MIDAS, New Economy.
h) Effectively manage the system of handling of media enquiries; recognising and responding appropriately to material of a confidential nature.

ESSENTIAL SKILLS / EXPERIENCE:
a) Excellent copywriting skills with great attention to detail.
b) Ability to develop B2B content and effectively communicate it to diverse audiences.
c) Previous experience of writing content / copy, ideally in the B2B industry, across a range of business sectors.
d) Substantial media relations experience, management of digital communications.
e) Strong experience of partnership working.
f) Working knowledge of media relations and effective B2B communications.

DESIRABLE SKILLS / EXPERIENCE:
a) Understanding of wider digital marketing principles and practices.

You may have experience of the following: Communications Manager, Marketing Executive, B2B, Communications Coordinator, Comms Manager, Media Relations, Marketing Manager, PR Public Relations, Media Engagement, Marketing Communications Manager, Copywriter, Content Manager etc.

This post is part-funded by European Regional Development Funds within the 2014-2020 European Structural and Investment Funds Growth Programme.
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