

Position Profile –

Title	Group Communications & Marketing Executive
Purpose	Responsible for supporting the Group Communications Manager with the execution of Ceuta Group’s Communications and Marketing Strategy, focusing on the 6 following pillars: <ol style="list-style-type: none"> 1. Brand 2. Content 3. Marketing 4. Digital 5. Public Relations 6. Internal Communications
Reports to	Group Communications Manager
Direct Reports	N/A
Key Areas of Responsibility	<ol style="list-style-type: none"> 1) Brand <ul style="list-style-type: none"> • Support creation and lead on-going management of comms & marketing calendar. • Support the creation of Ceuta Group brand guidelines and embed across the business. • Ensure Ceuta Group brand is consistently and correctly used across all channels and campaigns for accurate representation of the company. 2) Content <ul style="list-style-type: none"> • Help identify content topics in line with strategy. (blog / whitepapers / factsheets etc.) • Create content (writing & creative) by working with topic experts from across the Group. • Manage the creation and regular updates of the Group credentials. • Support the creation of video content. • Manage central Group Content database. 3) Marketing <ul style="list-style-type: none"> • Maintain marketing database. • Manage the creation of external newsletters / email marketing campaigns. • Keep a log and work on actions identified through marketing campaigns. • Support with admin tasks, analytics (Lead Forensic) & KPI Reporting. 4) Digital <ul style="list-style-type: none"> • Website Management <ul style="list-style-type: none"> ○ Manage small CMS Updates. ○ Upload content to Blog & Case Studies sections. ○ Google Analytics / Reporting. • Social Media Management <ul style="list-style-type: none"> ○ Responsible for social media content calendar. ○ Create social media assets & write posts copy. ○ Responsible for social media management and posting. ○ Manage paid social campaigns & advertising or work with chosen agency to deliver. ○ Social media reporting. • Optimisation <ul style="list-style-type: none"> ○ Work with chosen agency to implement PPC / SEO strategy.

	<p>5) PR</p> <ul style="list-style-type: none"> • Support launch of PR campaigns by posting campaigns on website, promoting across social media channels, and using appropriate advertising strategy. <p>6) Internal Communications</p> <ul style="list-style-type: none"> • Support the Internal Communications and Events Strategy & lead on-going management of activity calendar. • Create quarterly internal business newsletter. • Support creation of CEO communications (announcements / videos / Roadshows etc.). • Support with all aspects of organisation of business events.
<p>Professional Competencies</p>	<p>Career Experience</p> <ul style="list-style-type: none"> • Minimum of 2 years' experience in a marketing or communications role. • Experience of working in a similar role, including Digital, Communications and Marketing. • Experience of working with third party agencies. • Experience of working with internal stakeholders up to CEO level. <p>Qualifications</p> <ul style="list-style-type: none"> • Degree level education in an appropriate field • Good standard of general education including English and Maths. <p>Required Skills</p> <ul style="list-style-type: none"> • Excellent knowledge of social and digital marketing. (LinkedIn, Facebook, Twitter, YouTube etc.) • Excellent skills in WordPress CMS to regularly create content and liaise with our development agency where necessary. • The ability to effectively produce and review written content to a high-level including blogs, case studies, credentials, newsletters, PR content etc.) • The ability to be highly creative whilst following brand guidelines. Comfortable using the Adobe Creative Suite e.g., Photoshop, InDesign or Canva as well as any email marketing software. • The ability to analyse a variety of data / analytics software. (Excel / Google Analytics / Campaign Analytics etc.) • Excellent Stakeholder Management including at CEO level. • The ability to simultaneously manage multiple and varied projects. • Extremely high attention to details from data reporting to content writing.

<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p>Effective Communication – Level 4 Creates a safe environment for open communication enabling colleagues to communicate more effectively</p> <p>Is able to accept feedback and deliver proactive management solutions</p> <p>Recognises when others are having difficulty understanding information and adapts their style appropriately</p> <p>Acknowledges all mind-sets and successfully motivates others to act in the best interests of the company</p> <p>Effectively communicates the business objectives with others whilst building a positive company culture</p> <p>Always scans work for ambiguity or misinterpretation before sending</p>	<p>Client Focussed – Level 3 Anticipates client/customer upcoming needs and concerns</p> <p>Looks for ways to add value beyond clients/customers immediate requests and acts upon them</p> <p>Demonstrates an urgency and understanding of client/customer needs when providing solutions to issues</p> <p>Ensure clients expectation on timescales, delivery and outcomes are realistic and accurate</p> <p>Is able to identify and action issue resolution</p> <p>Explores and addresses long-term client/customer needs</p> <p>Is pro-active in their approach to develop client/customer feedback into positive outcomes</p> <p>Analyses their service delivery and seeks out way in which to actively improve and develop</p>
	<p>People Driven – Level 3 Trusts colleagues to deliver work once delegated appropriately to create positive work outputs</p> <p>Acts as a team player, investing time to generate a common focus and genuine team spirit</p> <p>Provides a supportive environment and removes barriers to ineffective working</p> <p>Takes responsibility for creating a working environment that encourages equality, diversity, and inclusion</p> <p>Consistently demonstrates the ability to give timely and constructive feedback</p> <p>Encourages and seeks out feedback and makes positive improvements regardless of how the feedback was given</p> <p>Recognises potential in others and encourages self-development</p>	<p>Drives Performance & Efficiency – Level 3 Identifies when adjustments are needed in own area of responsibility and sets priorities accordingly</p> <p>Takes responsibility for making decisive decisions to move things forward and owns the outcome</p> <p>Demonstrates commitment to delivering results in his/her own work as an example to the team</p> <p>Empowers others to maximise efficiencies through result-based constructive feedback</p> <p>Identifies areas in the business where improvements will bring the most significant gains</p> <p>Can overcome obstacles to reach goals and provide alternative solutions that grow the business and accomplish financial objectives</p> <p>Prioritises effectively to ensure that result-driven business outcomes are achieved</p>

	<p>Supports & Embraces Change – Level 3 Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p>Grows the Business – Level 3 Seeks a wide range of sources of objective information when making decisions</p> <p>Recognises causes and consequences of actions and events that are not readily apparent and takes appropriate action</p> <p>Is alert to emerging issues and trends which may impact or benefit their own and team’s work</p> <p>Uses own knowledge and expertise to lead interventions and develop new systems for self and team</p> <p>Can demonstrate how directly or indirectly their role, and that of their team, impacts business results</p> <p>Has a good level of understanding of the Ceuta Group’s business, products and services</p>
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