



Application Pack

Marketing and Communications Manager

We want our application process to be right for you as an individual. If there's anything we can do to make the process below more straightforward for you, please email recruitment@barnwoodtrust.org and we will contact you to discuss what support we may be able to provide.

Our careers page on our [website](#) has some examples of things we may be able to put in place.

We are recruiting for:

1 x Full Time (Permanent Contract)

The application pack consists of the following:

1. Who we are	Page 2
2. Our Terms and Conditions	Page 3
3. Job Description	Page 4
4. Person Specification	Page 8
5. Application Guidance	Page 10

After reading this pack, you will need to complete our online application form:

- Answer the 3-role specific competency-based questions.
- Provide your personal details, work history and experience.
- Please consider completing our equal opportunity monitoring section. Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.
- **Deadline for applications: 12.00 noon on Wednesday 24th April 2024**
- **First interviews: Monday 29th April 2024**
- **Second stage interviews: Tuesday 7th May 2024**

Barnwood Trust



Barnwood is an independent charitable Trust. We get millions of pounds of funding out into the county every year. But money is only part of the story.

We join with the people, communities and organisations in Gloucestershire's disability and mental health movement – creating change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live.

What do we do? We investigate the long-term, complex issues and barriers faced by disabled people and people with mental health conditions. We share research, develop projects, and run campaigns to influence the change that's needed. We partner with local organisations, involve people with lived experience directly in our work, and look for better ways to fund.

Barnwood Trust was set up over 200 years ago. Today, we are not your typical funder, and we don't work in isolation. Learning and collaboration run through everything we do. We bring people together for a different conversation and explore big ideas.

We listen and add clout where we can, to help make changes happen – building belonging and making a difference in the life of the county.

We are a mixed team of staff and Trustees at Barnwood with lived experiences of disability, mental health and neurodivergent conditions, and passionate allies in the disability and mental health movement.

Our Values

Focused



Disabled people and people with mental health conditions across Gloucestershire are at the heart of everything we do

Inclusive



Connecting and collaborating with openness and honesty, we ensure all voices are respected, heard and valued

Bold



In the face of change and uncertainty we are flexible and confident in finding ways forward

Forward Thinking



Using our independence, we explore long-term solutions to everyday challenges

Terms and Conditions

1 x Full Time (Permanent Contract)

- This role is permanent, and we welcome applications from people looking for full time hours (37.5hrs per week).
- We offer a flexible start between 8am and 9.30am Monday to Friday.
- Salary £42,639 p/a FTE
- 36 days holiday inc. bank holidays

Due to the nature of its duties, this position is predominantly based in our office in central Cheltenham with only occasional and irregular opportunities for home working.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health conditions and expects all employees to share this commitment.

All offers of employment are subject to several employment reference checks and a basic DBS check provided by the Trust.

Job Description



PURPOSE

To develop and manage the marketing and communications function and team at Barnwood Trust. This includes Barnwood Trust's websites, social media channels and print media, as well as responsibility for marketing and logistics planning for public-facing workshops and events – all to engage a wide range of individuals and organisations in the work of the Trust.

INTRODUCTION & BACKGROUND

Barnwood Trust is a long-established charitable Trust in Gloucestershire.

Its vision is that Gloucestershire will be a better place when disabled people and people with mental health conditions are equal, empowered and their rights are upheld.

The Trust's purpose is to act as an agent of social change, working alongside disabled people and people with mental health conditions to create that change.

Our work is focused on three strategic goals:

- Disabled people and people with mental health conditions across Gloucestershire have choice of **opportunities** that meet their hopes and passions.
- Disabled people and people with mental health conditions across Gloucestershire are **included** and involved in their communities and the places where they live.
- Disabled people and people with mental health conditions across Gloucestershire access their **rights** and see positive change on disability issues.



POSITION IN ORGANISATION

The Marketing and Communications Manager is a full-time role which sits within the Engagement Team and reports to the Head of Engagement. This role has direct line management responsibility for the Marketing & Events Coordinator, the Learning & Events Administrator and the Digital Content Maker.

The primary function of the Team is to engage with people in the county who want to drive positive change that benefits disabled people and people with mental health conditions.

OUTLINE OF FUNCTION

Management of Barnwood's external communications channels

- To work closely with the Head of Engagement to enable Barnwood Trust to engage with a wide range of external audiences, including Barnwood Circle members, potential project partners and participants in our convening and learning activities.
- To manage the creation of communications and marketing elements of the Engagement strategic plans, and their delivery for Barnwood Trust.
- To make decisions about key marketing channels, such as the Barnwood Trust website, as well as overseeing expenditure and content relating to all of our external communications.
- To coordinate the design and delivery of printed and digital products to market the Trust's offer to external audiences, in a range of accessible formats and in line with the Trust's vision.
- To develop, lead and ensure the implementation of our social media strategy to positively reflect the Trust's culture and values.
- To provide expert advice to the Trust's staff and partners on current marketing and social media trends and to proactively seek opportunities to engage new audiences.
- To provide expert advice and guidance to the Trust's staff and partners on accessible communications to include and engage a wide range of people.



- To lead the delivery of the Trust's external events. This includes the coordination of resources, planning and logistical support, and the development of policies, systems and data management.
- To lead the delivery of marketing of the Trust's external events, taking a proactive approach to engaging with audiences and providing appropriate digital and print support materials.
- To liaise with the Internal Communications Manager to ensure a consistent quality, tone and accessibility across both internal and external communications.
- To manage marketing, dissemination and events expenditure, in line with the Engagement budget, held by the Head of Engagement.

Line management of x3 direct reports

- Provide line management to the Marketing & Events Coordinator, Learning & Events Administrator and the Digital Content Maker, providing leadership to the function team, managing resources and maximising the skills and capabilities of team members.
- Enact the Trust's management processes to ensure that direct reports are motivated, supported and enabled to give of their best. This includes following internal policies appropriately to ensure that access requirements are supported.
- Ensure that regular management reviews are undertaken with direct reports, providing open and honest feedback on performance, setting personal development goals and plans.
- Contribute to the design and implementation of team development work within the Engagement Team in collaboration with the Head of Engagement.
- Ensure that all direct reports work within clear and effective safeguarding practices and in accordance with all other Trust policies and procedures.
- Ensure that wellbeing, sickness and absence are managed effectively.



General

- Uphold, safeguard and promote the Trust's values, principles and policies through personal conduct, approach to all tasks undertaken and conduct of relationships with everyone engaged with, inside and outside the Trust.
- Contribute to events and activities organised to support the development of Barnwood Trust and to promote the work of the Trust including the Trust's internal and external Learning Programme.
- Participate in routine tasks required to maintain a high-quality environment for everyone using Barnwood Trust's premises.
- Take responsibility for working in accordance with the Trust's policies, with special regard to the safeguarding policies, taking reasonable care for your own health and safety, and that of other people, and to comply with all health and safety legislation.
- Ensure the Chief Executive is kept informed of all important matters related to the work of the Trust across the county.
- Maintain confidentiality at all times and ensure compliance with the Trust's Information Governance Policy and suite of policies.

Person specification:



Commitment to disabled people and people with mental health conditions

- Passionate about making a positive difference to the lives of disabled people and people with mental health conditions.

Essential knowledge and experience

- Proven expertise and experience in line managing a small team.
- Proven expertise and experience in creating dissemination plans and marketing materials for a wide range of audiences and channels, including print media, digital media and face to face engagement.
- Proven expertise and experience in planning and delivering public events.
- Knowledge and experience delivering communications to high standards of accessibility to suit a range of requirements.
- Demonstrable knowledge of project planning tools and techniques.
- Experience of independently managing complex projects with a diverse range of stakeholders.
- Experience of supporting the implementation of organisation-wide communications and marketing strategies.
- Experience of data management, adhering to legal information governance requirements and internal policies.

Skills

- Ability to line manage and support team members so that they are enabled to give of their best.
- Strong self-awareness, enabling the establishment and maintenance of excellent working relationships with a wide range of people using tact, diplomacy and sensitivity.
- Excellent communication and organisational skills, including high level written communication skills.
- Ability to apply appropriate communication channels and methods, including digital and print media.



- Organisation-wide marketing and communications strategic planning and delivery skills.
- Ability to plan and deliver high quality and accessible public events.
- Capacity to manage a large and varied workload, establishing priorities.
- Ability to independently work with contractors and suppliers and establish effective working relationships.
- Strong IT skills (proficient in MS Outlook, Word, Excel, PowerPoint, WhatsApp, Teams and Zoom, as minimum).
- CRM database management.

Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues.
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines.
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information.
- Dependable and resilient.
- Commitment to working as part of a team.
- Self-motivated, resourceful and proactive in taking initiative.
- Concern for, and commitment to, delivering high quality work.
- Creativity, flexibility and adaptability.



Guaranteed Interviews

In the person specification we describe 'essential knowledge and experience' (a few things we really need the person applying to be able to do). If you have a disability (this includes mental health or long-term health conditions) and have these essential skills or experiences, we will guarantee you an interview.

To be invited to interview or assessment in this way, you must detail in the answers to our 'Competency Questions' document how you meet the essential criteria for the role and then check the box next to the question asking if you would like your application to be considered for this.

A request under the guaranteed interview scheme does not guarantee an applicant a job. At interview, the best candidate will be offered the role. If you are invited to interview you will receive your invite and we'll ask you about any reasonable adjustments that you may need.

How to apply

On our website, click on Apply Now to be taken to the online application form. The online application form has 3 main sections for you to complete:

1. The form will ask you to answer 3 role specific competency-based questions. It is only your answers to these 3 questions that will initially be shown to the hiring manager to shortlist applicants for interview so please answer these questions fully.
2. The form will ask you to complete a basic application form including your personal details, work history and experience. This section will not be shared with the recruiting manager until after shortlisting and will be held by the recruitment team.
3. Finally, the form will ask you to complete an equal opportunity monitoring section. Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.



Equal Opportunities questions help us to monitor the effectiveness of our Equal Opportunities policy by gaining a picture of all those applying for and obtaining jobs with the Trust. The Equality Act 2010 protects people from discrimination and promotes equality based on a number of 'protected characteristics'. We ask for information on your 'protected characteristics' to help us monitor our performance on equality.

Completing the form

You may wish to complete your application in stages. To do this, use the 'save and continue later' function at the bottom of a page in the application. The form will ask you for an email address and will email you a link to the completed section of form so you can go back to it later even if you close your web browser.

Applications must be submitted by the closing date and time. Once you have submitted your application form you will not be able to make any further amendments and you will not be able to see a copy. If you are invited to interview, we will share a copy of your application form with you.

- **Deadline for applications: 12.00 noon on Wednesday 24th April 2024**
- **First interviews: Monday 29th April 2024**
- **Second stage interviews: Tuesday 7th May 2024**