**BRITISH BUSINESS BANK PLC**

**Role Profile**

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| **JOB TITLE** | **Marketing & Communications Director** |
| **TEAM** | **Policy, Marketing & Communications**  |
| **GRADE** | **Director (4) BBB/5 in Civil Service** |
| **SALARY** | **Range**  |
| **RESPONSIBLE TO** | **Policy, Marketing & Communications MD** |
| **RESPONSIBLE FOR** | **All marketing & communications activity both externally and internally** |
| **OVERALL PURPOSE OF JOB**Responsible for all marketing, communications, brand management and media relations for British Business Bank.Includes all online and social media activity and all internal and external communications.Leading a team of 2/3 colleagues and managing an annual budget of circa £500,000 |
| **MAIN RESPONSIBILITIES*** Responsible for creating, implementing and measuring the success of the marketing, communications and public relations program
* Manage the end-to-end Marketing strategy and execution
* Lead all communication, marketing and public relations planning and execution, monitor progress and evaluate performance
* Manage the Communications and Marketing team with responsibility for all internal and external communications
* Management of external communication and marketing suppliers and agencies and all Public Relations
* Devise and implement target media and PR campaigns to support the overall strategic aims of the business
* Build awareness of British Business Bank
* Media management and other publicity activities – Managing BBB’s reputation in the media, co-ordinate media interest in the organization and ensure regular contact with target media
* Manage outreach across geographic regions and with specific industry sectors
* Ensure articulation of BBB’s image and position are consistent both internally and externally
* Maintain a climate that attracts, retains and motivates top quality colleagues through coaching and development. Providing direction and leadership
* Management of approximately £500,000 marketing budget per annum
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| **RELATIONSHIPS & CONTACTS*** All British Business Bank colleagues
* Media, journalists, small business and economic journalists (including trade and specialist press)
* Communication and Marketing agencies
* Wider government communication teams
* Media teams in the Financial Services Sector who BBB have a relationship with
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| **PERSON SPECIFICATION** **(Qualifications, skills and competencies required for role)*** Significant experience working in communications and marketing is essential
* Demonstrated skills and experience in the design and execution of marketing and communications activities
* Experience writing press releases, making presentations and negotiating with media
* Experience working in or with the Public Sector is desirable
* Strong oral and written communication and influencing skills
* The ability to articulate complex issues in a clear manner
* Able to work in complex political environments
* Leadership experience
* Experience of successfully building, coaching and motivating high performing teams
* Demonstrates creative and critical thinking skills
* Commercially focused and able to demonstrate Return On Investment
* Strong business, relationship management and problem solving skills
* Demonstrates good judgement
* Experience managing significant budgets
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A great introduction to a Communication and Marketing Director role. This would be a great development opportunity for a new to role Director or someone with existing Director experience that wants to expand their experience into Public/Private sector in a complex/multiple stakeholder environment. Previous Marketing experience is essential.