**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 | |
| **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 | |
| **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 | |

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.