

Our Mission

Mission: We are passionate about the transformative power of training, promoting equity of learning through expert, tailored, engaging and values-led training solutions.

Vision: We want to lead the way in revolutionising frontline services, through collaboration and community, to create a national standard of high-quality values-led training.

Our Values

Integrity | Excellence | Fairness | Collaboration | Innovation

Role Details

Job Title	Marketing and Communications Lead		
Report to:	COO		
Weekly Hours	40	Salary	£35,000-£42,000 FTE Pro Rata
Job Type	Permanent	Location	Hybrid - York base and flexible remote working

Main Duties

Job Overview

The Marketing and Communications Lead provides strategic leadership for marketing and communications across Transform Your Training.

The role is responsible for developing and implementing marketing and communications strategies that support organisational priorities, projects, programmes and services. Working collaboratively with senior leaders, project teams, partners and stakeholders, the Marketing and Communications Lead will ensure marketing activity strengthens organisational visibility, engagement and impact.

The Marketing and Communications Lead leads a small marketing team and oversees the organisation's marketing function, including strategic planning, brand management, stakeholder engagement, performance monitoring and continuous improvement. The role provides expert advice and guidance across the organisation and ensures marketing activity is aligned with organisational objectives and stakeholder needs.

Key Responsibilities

Marketing Strategy and Planning

- Develop and implement an organisation-wide marketing and communications strategy aligned with organisational objectives.
- Create and oversee annual marketing plans that support organisational growth, stakeholder engagement and audience development.
- Identify opportunities to strengthen brand awareness, increase engagement and expand organisational reach.
- Use audience insight, data and sector trends to inform marketing priorities and decision-making.
- Ensure marketing activity is coordinated and aligned across projects, programmes and services.
- Provide strategic marketing advice to senior leaders and project leads.

Brand and Communications

- Act as the strategic lead for the Transform Your Training brand.
- Ensure consistency of messaging, tone of voice and visual identity across all communications.
- Develop and refine key messages for organisational priorities, audiences and stakeholder groups.
- Provide oversight and guidance on organisational communications and promotional activity.
- Ensure all communications reflect the organisation's values and approach.
- Lead the development of communications plans for key priorities, projects and organisational developments.
- Oversee strategic communications with stakeholders, partners, funders and external audiences.
- Identify opportunities to raise the profile of Transform Your Training and its programmes across relevant sectors and networks.
- Ensure organisational communications are coordinated, timely and aligned with organisational objectives.

Programme, Project and Stakeholder Engagement

- Lead the development of marketing and communications approaches for organisational programmes, projects and services.
- Build strong relationships with project teams, partners, funders, commissioners and key stakeholders to understand priorities, opportunities and challenges.
- Work collaboratively with project leads to develop audience engagement plans that support recruitment, participation, partnership working and project outcomes.

- Ensure marketing and communications activity reflects stakeholder needs, contractual requirements and organisational priorities.
- Identify opportunities to strengthen stakeholder engagement, increase visibility and maximise impact.
- Lead approaches for communicating project outcomes, evidence of impact, learning and success stories to stakeholders, partners, commissioners and wider audiences.
- Represent the marketing function in project planning, delivery and evaluation activities.

Campaign Leadership and Coordination

- Oversee the planning and delivery of marketing campaigns across organisational projects, services and events.
- Coordinate contributions from colleagues, partners and external suppliers.
- Ensure campaigns are delivered effectively and aligned with strategic objectives.
- Support the successful launch and promotion of new projects, services and initiatives.
- Review campaign effectiveness and identify opportunities for improvement.

Marketing Function Leadership

- Lead and develop the organisation's marketing function.
- Provide day-to-day leadership, support and supervision to a small marketing team.
- Set priorities, allocate workload and support team development.
- Create effective systems, processes and standards to improve efficiency and consistency.
- Manage relationships with external agencies, designers, developers and specialist suppliers.
- Identify future capacity and resource requirements to support organisational growth.
- Foster a collaborative approach to marketing across the wider organisation.

Performance, Insight and Reporting

- Develop and monitor marketing KPIs and performance measures.
- Produce regular reports demonstrating impact, engagement and effectiveness.
- Use data, audience insight and learning to inform future marketing activity.
- Evaluate return on investment and make evidence-based recommendations.
- Track progress against marketing objectives and organisational priorities.

Note: This job description is not exhaustive and may be subject to change as the needs of the organisation evolve.

Person Specification

Essential Experience
• Developing and implementing marketing and communications strategies. • Leading marketing activity across multiple projects, programmes or services. • Working with a wide range of internal and external stakeholders. • Developing engagement and communications approaches for different audiences. • Managing multi-channel marketing campaigns. • Using data and insight to inform decision-making and evaluate performance. • Leading, supervising or developing staff within a marketing environment. • Managing external suppliers, agencies or contractors. • Balancing multiple priorities within a fast-paced environment.
Essential Knowledge and Skills
• Strong understanding of marketing and communications best practice. • Ability to translate organisational and project objectives into effective marketing plans. • Strong stakeholder engagement and relationship-building skills. • Excellent strategic planning and prioritisation skills. • Strong project management and organisational skills. • Ability to analyse data and use insight to drive improvement. • Ability to lead and develop others. • Excellent written and verbal communication skills. • Ability to influence and collaborate with a wide range of stakeholders. • Understanding of brand development, audience engagement and organisational growth.
Desirable Experience and Skills
• Working within training, education, employability, charity, voluntary or social impact organisations. • Supporting publicly funded programmes, contracts or commissioned services. • Using CRM systems, marketing platforms and reporting tools. • Developing marketing approaches for partnership-led or multi-stakeholder programmes.
Personal Qualities
• Passionate about the mission and values of Transform Your Training. • Creative, innovative and solutions-focused. • Comfortable working in a fast-paced and evolving environment. • Collaborative and supportive in approach. • Confident influencing and engaging a wide range of stakeholders.

- Proactive and self-motivated.
- Committed to inclusion, accessibility and continuous improvement.
- Excited by the opportunity to help shape and grow a function within a growing organisation.