

# **Senior Marketing and Communications Executive Role Profile**

Role Title	Senior Marketing and Communications Executive
Department	Marketing
Reports to	Marketing and Communications Manager
Location	Office based
Hours/week	Full time
Status	Permanent
Role purpose	<p>To develop, implement and manage innovative and effective marketing communications in collaboration with teams across the wider organisation to promote and protect the garden industry across all channels.</p> <p>Working collaboratively with the wider team to deliver professional, strategically linked campaigns and communications to increase member engagement and grow the profile and reputation of the HTA as the leading trade voice of the UK Garden industry.</p> <p>Ultimately, delivering a high level of member satisfaction, supporting our strategic ambitions and financial targets.</p>
Key areas of responsibility	<ol style="list-style-type: none"> <li>1. Marketing communications</li> <li>2. Content</li> <li>3. HTA presence at events</li> <li>4. Brand ambassador</li> <li>5. Project management</li> </ol>
Key stakeholders	<ul style="list-style-type: none"> <li>• HTA members</li> <li>• HTA Marketing Team</li> <li>• All HTA departments</li> <li>• Service providers e.g. Design agencies, Printers</li> </ul>
Key performance indicators	<ul style="list-style-type: none"> <li>• Accurate and timely production of all tasks</li> <li>• Prompt resolution to queries</li> <li>• Departmental process and procedures are followed</li> <li>• Collaborate with all colleagues across departments to execute projects</li> <li>• Role models our organisational values (Collaboration, Integrity, Innovation &amp; Influence)</li> <li>• Demonstrates aptitude for learning</li> <li>• Continuously expands own marketing knowledge</li> </ul>

## HTA Core Purpose

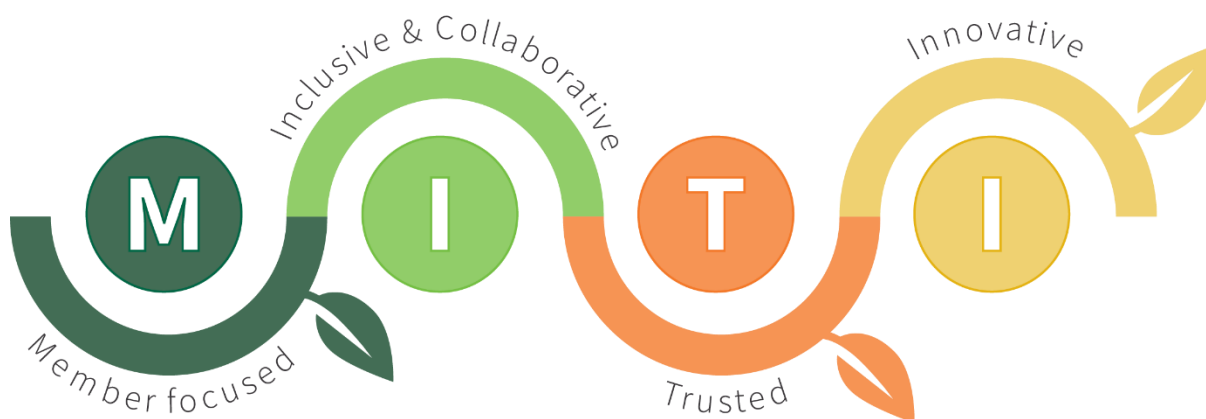
We help our members to flourish.

## HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

## Our Values

Our culture is centred on our 4 organisational values of **Member Focused**, **Inclusive & Collaborative**, **Trusted** & **Innovative** ('MITI'). Our values are our guiding principles, our beliefs. They reflect the way the HTA operates, how we make decisions, and they shape how we behave with each other, our members and external stakeholders. They underpin everything we do at the HTA.



# HTA Values

## Key Responsibilities

### 1 Marketing communications

- Ensure meticulous scheduling, coordination and effective implementation of all communications
- Collaborate with colleagues across departments to formulate and execute their marketing communication objectives
- Advise and execute the most suitable content, format and channels for all communications
- Create campaign communications plans for all events and campaigns across the year, direction marketing team colleagues on the activities to produce
- Manage the member and consumer communication plan to drive increased sales and engagement with HTA products and services, including National Garden Gift Card, through targeted and creative marketing initiatives
- Manage the marketing calendar, ensuring the right communications go out at the right time, right channel, and the right contacts
- Act as a point of contact for all staff and external stakeholders in relation to any communications going out to members

### 2 Content

- Lead the development of relevant, engaging and on-brand content in the form of copy, artwork, photography, video and podcasts for use across digital and print platforms
- Support the prioritisation and workflow of the Digital Content Editor and Designer
- Provide critical feedback on all content to align with HTA brand and messaging
- Plan, organise and execute content to support events and campaigns throughout the year, aiming to support the campaign/events objectives
- Ensure the HTA website functions effectively as the hub for all communications through a process of continued review of content, navigation and accessibility

### 3 HTA Presence at events

- Act as the project manager for stand and collateral design for all HTA events and external events where HTA has a presence
- Manage printers and external agencies and selecting the most suitable specifications and cost-effective options.
- Work closely with the HTA events team to support with all design and collateral needed. Work with the internal designer and external design agencies to execute design for all events and HTA stand.
- Manage print specifications and deadlines to ensure all items are delivered promptly
- Manage the HTA stand at all events, organising deliveries, artwork, and build
- Communicate with other departments/colleagues about the messaging and theme of the HTA stand at all events, coordinating roles on the stands.
- Manage all assets for events, including show guides and signage, owning the proofing and amends needed to meet the print deadline required.

#### 4 Brand ambassador

- Manage how the brand is represented to members and external audiences
- Provide critical feedback on all artwork and design to advise on accurate HTA branding, ensuring legibility, grammar and imagery are correct
- Work closely with the digital designer to develop the HTA brand
- Give feedback on any content created during the marketing Creative Collection meeting
- Be the main point of contact for colleagues and external stakeholders when needing support on any artwork or branding

#### 5 Project management

- Brief and manage suppliers
- Co-ordinate the work of teams working on different campaigns, using project management software to assist the smooth running of the campaign, such as Smartsheets
- Work closely with the rest of the Marketing & Communications team to ensure support and cover is available as required
- Manage the marketing task tracker and allocate workload to relevant members of the marketing team, prioritising tasks to achieve deadlines
- Manage the design tasks for the Designer, working closely with them on amends, sharing with external colleagues for proofing, gathering content and feedback
- Create campaign plans for all events/projects and direct the marketing team on when and how we communicate to members.

### **Essential Qualifications, Experience & Skills**

- A background in Marketing and Communication with a minimum of 3 years' experience in a similar fast paced role
- High standard of written, verbal and electronic communication skills with the ability to influence internally and externally to the organisation at all levels
- Strong organisational and planning skills, capable of juggling operational delivery with longer-term development work
- An eye for detail with the ability to multi-task, work well under pressure and within a small team
- Excellent IT literacy, with demonstrable knowledge of MS Office including Outlook, Excel and Powerpoint
- Prepared to travel for external meetings and conferences, which may involve overnight stays, with a willingness to be flexible on hours, when necessary
- Educated to A level standard or equivalent
- Full UK driving license and prepared to drive for meetings and events which might require occasional overnight stays

### **Desirable Qualifications, Experience and Skills**

- Experience of using website content management systems would be an advantage
- Degree and/or relevant qualification
- Previous experience or an interest in the Horticulture industry
- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it