



# Recruitment Pack

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## Marketing and Communications Manager

### Key information:

Permanent role  
Deadline for applications  
Monday 22 February 2021

### Contact information:

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EMPLOYEE  
OWNER OF  
THE YEAR

# About Traverse

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Our vision is for an inclusive society, which delivers **better outcomes for all.**

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To achieve this, we support our clients to practice evidence based and inclusive decision making. We do this by working strategically with clients on social research, evaluation, and public engagement and consultation projects.

**We're driven by social purpose, and by employee wellbeing.**

This means we are for employee physical and mental health, for the personal and professional development of our staff and for salary. By being an exemplar employee owned business we live our values and enable every staff member to have a voice in the matters that affect them.

Our governance and management models help to get the best out of our people.

To maximise our social impact, we ask ourselves two questions when deciding where to focus our energy:

**What are the big issues transforming society?**

**Where can we make the most difference, using our skills and experience?**

**The issues we're facing:**

**Inequality** is an urgent reality of our society. We think that inclusive, person-centred practices that effect real change are needed, particularly in the health and care system where radical change is happening already.

**Climate change and the transformation to net zero** mean huge changes to our infrastructure, our utility systems, the places we live and the way we live our lives. We believe this transformation needs to be based on evidence and dialogue, to ensure collaborative solutions.

**Digital innovation** is transforming the way services are delivered and the way people interact with each other. We think that maximising the benefits of digital innovation for all means understanding the impacts across society.

As **populations change**, age, and move, we are faced with new challenges to meet the unmet aspirations of the population. Whether that's funding social care, distributing the costs of climate change, or financing social impact, this challenge must be met.

# Why join us?

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Have a stake in making an impact. We are a highly successful and well-regarded employee-owned research and consultancy organisation which champions the delivery of social impact.

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We're passionate about making a difference and this motivates us to deliver high quality services and outcomes for our clients.

All our staff, whether involved in direct delivery, operational support, research or part of our casual workforce, contribute to the work we do.



# Our employee benefits



Be an **employee-owner**, eligible for an annual profit share bonus



Enjoy **30 days of holiday** (on top of bank holidays)



Secure your future with our **great pension** and **free pension advice**



**Work flexibly** – part-time, at home, or to a different schedule



Sort your commute with a bicycle on our **cycle-to-work scheme**, or your train ticket on our **season ticket loan**



Make the most of our **discount package** in shopping, utilities, leisure etc.



**We help you grow** by providing a range of learning and development opportunities



Rest easy with our **Group Life Assurance package** - paying up to 3x annual salary in the event of death in service



Support your new family with **enhanced maternity, paternity and adoption pay**



Stay healthy with **free fruit, eye test and annual flu-jab**



Seek support when you need it using our confidential **employee assistance** and **bereavement support** call-lines



Feel well looked after with **support from our wellbeing team** and internal **mental health first aiders**

# About the role

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We are a social research agency looking for a marketing and communications manager to help us tell our story more effectively and drive the growth of our business and our positive social impact.

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This is a new role within an existing business development function that supports our 30+ consultants. It's an opportunity to turn a corporate strategy and a lot of enthusiasm for social impact into an effective marketing and communications plan that delivers growth. We need someone with the experience to manage their own workload, and the skills to engage effectively with our team to get the best out of them.

Outside of the day job Traverse is an employee owned company: that means that all our staff have a real stake in the success of the business. When things go well we share the profits, and we all work together to set a strategy and make it happen.

**From your first day you'll be involved as more than just an employee and will have opportunities to shape the organisation.**



# We are looking for people who are...

## Curious and empathic:

We need someone who can engage with our expert staff to develop a compelling story of our work and the impact it has on society. You'll be working across teams, sectors and services, so you'll need to quickly build effective working relationships.



## Persuasive and articulate:

Our work only has an impact if people are aware of it. We are looking for someone who can help us shape compelling narrative. We are known for the quality of our work, and we expect the same for our marketing and communications. We are looking for someone who can tell a great story, consistently, across all our channels.



## Organised and proactive:

You'll be working in a busy and dynamic consultancy. You'll have your own priorities to develop and deliver a marketing plan, alongside supporting the ambitions of our work winning teams. You'll need to keep on top of your work and prioritise effectively.

We are also aware that many highly capable prospective candidates nonetheless rule themselves out of work in research because they underestimate their own ability. With this in mind, we **strongly encourage applications from anyone who has the skills and experience and is prepared to learn and grow on the job** and would like to stress that **a degree is not necessary**.

# Job description

## Marketing and Communications Manager

### Summary of the role

Working with the Traverse team to develop, direct and implement effectively all areas of communications (internal and external) and related digital activity to increase awareness of Traverse' work by building our brand recognition and supporting out social impact

**Supported by:** Director of Market Development

**Direct reports:** Contractors as required

**Internal relationships:** Close working with Associate Directors, Business Development team

**External relationships:** Clients; media and press; members of the public; public bodies



### Location/Environment:

- Our office location is in central London although our staff are dispersed across the UK.
- Our full-time roles are 35 hours a week, we are fully equipped to support home working and are happy to consider part-time/flexible working.
- You will be required to travel to meetings and events around the UK.

## What does the role involve?

Designing and coordinating the delivery of effective communications that showcase the activities of Traverse and reinforce Traverse's position at the forefront of social impact.

### To do this you will need to:

- Provide strategic communications and marketing expertise across the business, including media relations, online/digital, print, campaigns, corporate events and other significant engagement and profile building opportunities with target audiences.
- Cultivate and maintain media relationships across platforms and outlets, from mainstream media to specialist trade press,
- Reach and engage with Traverse' target audiences (such as utilities and infrastructure; government departments; public service bodies, not-for-profit organisations and international institutions).
- Create and place compelling content that raises the profile of Traverse's diverse and innovative work across multiple services. For example, we may want to highlight the launch of new initiatives, results and recommendations from projects, the production of timely policy-relevant reports, and the publication of high-quality academic articles and literature.
- Promote and raise the profile of our social impact and employee ownership
- Proactively identify opportunities for Traverse staff to speak or present at relevant national and international events, including conferences, launch events, webinars.
- Organise and run a limited number of hosted events
- Respond to media enquiries, in collaboration with Directors and Associate Directors.

- Implement an effective social media communications strategy, supporting the work of staff within the different practice areas as necessary.
- Own and develop the annual proactive strategic communications and PR plan
- Develop and implement a PR & content strategy across communication channels including digital and print
- Proactively create and implement tactical marketing communications activity to generate brand awareness and engagement creating high quality leads to support growth ambitions
- Help build the brand strategy and take the company story to market through appropriate channels and press engagement
- Develop a network of media contacts who can help to leverage publicity, stories, deals, announcements etc
- Define and deliver stakeholder communications including presentations, blogs, newsletters and client relations
- Work with other members of the team in development of customer communications

## General duties and responsibilities as an employee

- Demonstrate knowledge and awareness of all responsibilities in relation to maintaining confidentiality with both written and oral communication
- Actively conform to the legislative and procedural requirements in relation to the collection, management, storage and destruction of data
- Follow the requirements of our Quality Standards and meet the requirements of all our ISO standards

## Person specification

Requirements	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working cross-organisationally in a complex environment with competing priorities</li> <li>• Demonstrable track record of applying an integrated approach to profile-building activities for maximum impact</li> <li>• Significant experience of public relations, marketing and communications management at a responsible level</li> <li>• Know-how and experience of the most effective ways to monitor and evaluate ROI on communication activities</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of successful project management</li> <li>• Experience of coordinating the redevelopment of business websites</li> <li>• Experience of dealing with multiple internal stakeholders, for example in a professional services environment</li> </ul>
<b>Skills and aptitudes</b>	<ul style="list-style-type: none"> <li>• Ability to understand and translate complex themes and messages and expertise in how to create and communicate those messages in credible and engaging ways</li> <li>• High level of stakeholder management skills including influencing, negotiating, listening, challenging, giving and receiving feedback, educating, coaching and facilitating of both leaders and other peer professionals</li> <li>• Strategic capability and vision – ability to develop and implement in collaboration with other colleagues an effective integrated strategy which combines a range of story-telling interventions including a strong focus on digital engagement, successful corporate events, internal campaigns and online media to promote more two way dialogue with key stakeholder groups, both external and internal</li> <li>• Excellent creative writing, ability to adapt to multiple styles and uses, editing and proofing skills with an eye</li> </ul>	<ul style="list-style-type: none"> <li>• Management and oversight of project budgets</li> </ul>

Requirements	Essential	Desirable
	for detail <ul style="list-style-type: none"> <li>• Knowledge and experience of multi-channel stakeholder engagement (website, social media and newsletters)</li> </ul>	
<b>Interests</b>	<ul style="list-style-type: none"> <li>• Employee owned and/or social purpose business</li> <li>• Interest in the policy issues in one or more of Traverse's key sectors and methodologies</li> </ul>	
<b>Personal qualities required</b>	<ul style="list-style-type: none"> <li>• Able to work as part of a team and to contribute to the effective working of Traverse</li> <li>• Adapts approach to fit with changing conditions, tasks, responsibilities, or people</li> <li>• Takes actions to achieve favourable outcomes for the organisation, beyond minimum performance expectations, and seeks opportunities to improve work procedures</li> <li>• Challenges all forms of discrimination and inequality</li> </ul>	
<b>Circumstances</b>	<ul style="list-style-type: none"> <li>• Travel flexibility as the post requires short trips within the UK including some evening and weekend work</li> <li>• Attendance at members meetings and events will require travel to the Traverse office</li> </ul>	

# More information and How to apply

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## Key information

**Role title:** Marketing and Communications Manager

**Salary:** £38,500

**Location:** Our office location is in central London although our staff are dispersed across the UK. A full time role is 35 hours a week, we are fully equipped to support home working and are happy to talk flexible working.

**Contract:** Permanent

**Hours:** 35 hours per week (happy to talk flexible working)

**Start Date:** ASAP

**Closing Date:** Monday 22 February 2021

## How to apply

To apply, please complete our application form and send to [recruitment@traverse.ltd](mailto:recruitment@traverse.ltd)

Please also complete and return the Equality and Diversity Monitoring Form via our online platform Magpie, when you submit your application:

<https://magpielanding.traverse.org.uk/surveys/TraverseEquality>

## Our commitment to diversity and inclusion

Traverse is committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in research and we're committed to doing what we can to correct this.

**We are particularly keen to receive applications from Black, Asian and minority ethnic people; people with disabilities; people who identify as being LGBTQIA; people who have a mental health condition; and people who identify as working class or have done so in the past.**

### During the application process we commit to:

- Paying for childcare whilst you're at Traverse interviews where these take place in person. Paying for your travel costs to the office and back for interviews.
- Making any reasonable adjustments – for example ensuring we have BSL interpreters organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview with disabled candidates who meet the minimum requirements for the role.