

Financial Services Skills Commission (FSSC) Job Description Marketing & Communications Manager

Date prepared: May 2024

Job title:	Marketing & Communications Manager
Reporting to (job title):	Chief Executive
Direct reports:	Operations and Events Executive
Objective of role:	To assist the Chief Executive in delivering the objectives and ambitions of the Financial Services Skills Commission. Create, deliver and manage high-quality communications to promote the work and raise the profile of the Commission and its work.

About the Financial Services Skills Commission

The Financial Services Skills Commission (FSSC) is an independent, not for profit, member-led body, representing the UK's financial services sector on skills. The FSSC works directly with the sector to ensure that businesses have the talent and skills they need for the future. We are passionate about creating lasting change in the sector and offer a supportive, inclusive, and forward-thinking environment where your ideas and talents can thrive. Join us on a transformative journey, it's your chance to be part of a driving force for positive change, both in your professional growth and the wider financial services sector.

FSSC members collectively employ nearly a third of the industry's workforce. Our overarching purpose is to increase the supply of talent and skills across the sector and influence the sector to embed lasting change. Since our creation in 2020, we have grown from 15 members to over 40 member firms and our work has been adopted by industry, educators and regulators.

About the role

The Marketing & Communications Manager role is a high profile, influential and exciting opportunity in the Financial Services Skills Commission. As Marketing & Communications Manager for the organisation you will be responsible for creating and delivering high quality, engaging and impactful marketing and communications and events to promote the work and raise the profile of the Commission and its work to our members and a wide range of stakeholders.

The role involves regular engagement with communications, press, marketing, and public affairs colleagues in our partner organisations City of London Corporation and TheCityUK as well as our members and other stakeholders to ensure smooth running of our operations.

Key Activities & Responsibilities

Strategic development

- Create, implement and manage a Marketing & Communications strategy to deliver high quality communications for the Commission that raises the profile of our work, ensures we are engaging with the right stakeholders, delivers our key

messages and helps to progress our ambitions, including PR, marketing, events, internal communication and public affairs.

- Provide input to and update reports for FSSC workstreams, Advisory Group, Board etc.

Marketing and communications

- Create high-quality content for use on a wide range of channels, e.g. website and social media, in press releases, in government briefings, in articles and in newsletters and member communications.
- Work with the Operations and Events Executive to develop and maintain a website for the organisation ensuring it is up-to-date, functions effectively and represents our brand, strategy, and standards including managing external contractors.
- Manage and develop effective social media accounts (e.g. LinkedIn, X etc) for the Commission.
- With the Stakeholder Engagement & Membership Manager, create and distribute collateral and content including member insights and data, to provide thought leadership and progress our priorities.
- Develop and implement a programme of member communication, including the collation and sharing of relevant insights, intelligence and events.
- Develop and deliver a programme of events for the Commission, working colleagues in the Commission and partner organisations where necessary.
- Provide updates on parliamentary and public affairs activity to colleagues, highlighting opportunities for FSSC to influence.

Relationship management and ways of working

- Maintain a reference group of communications, marketing and PR representatives drawn from members and stakeholders to advise on and support our work.
- Establish and grow relationships with key journalists and stakeholders.
- Work with colleagues to secure new members and help retain existing ones.
- Act as an ambassador for the Commission and, where relevant, attend events and summits to represent the work of the Commission.
- Play an active role in the operation of the Commission alongside other employees and in support of the Chief Executive carrying out other duties as reasonably instructed.

Person Specification

Knowledge & Experience

- Experience in a marketing, communications, PR and/or marketing role including developing and managing a range of communications across various channels.
- Events management experience desirable.
- Knowledge of current marketing and communications best practice with the ability to recognise business needs and organisational goals, applying and developing marketing campaigns and events around these.
- Ability to adapt communication principles to develop engagement programmes with a wide range of the Commission's key stakeholders.
- An operational knowledge of project management principles and an ability to apply them to the management of communications, events, webinars and marketing campaigns.
- Experience of or ability to analyse engagement with communications activity (website, LinkedIn, Twitter etc) to ensure that the most effective activities are prioritised and delivered, using analysis to inform and improve ROI for future events and marketing campaigns.

- Experience of working with and building relationships with a diverse range of stakeholders, including with media and senior figures, essential.

Skills

- Excellent written and verbal communication is essential, including the ability to draft engaging and impactful communications that contain a compelling narrative and persuasive arguments.
- Strong interpersonal, teamwork and influencing abilities.
- Ability to identify, create and drive communication and marketing opportunities without direction and drive forward delivery.
- Effective at planning, organisation, and time management, self-starter, prioritises tasks, attention to detail, takes responsibility and ownership.
- Ability to analyse data arising from communications activity and to identify trends, using analysis to inform and improve on future communications campaigns and to also make recommendations to management.
- numerical skills with the ability to manage and monitor budgets in accordance with financial requirements.
- You are willing to work in a busy, not-for-profit start up, capable of adapting to evolving requirements and willing to support the team.

Key Relationships & Interfaces

Internal:

- CEO, Programme director, workstream and project groups.
- Other Commission staff

External:

- Corporate communication and public affairs colleagues in particular at TheCityUK and City Corporation
- Key contacts in member firms
- Journalists and media contacts
- Education and training sector stakeholders
- Key government and local stakeholders
- Industry bodies and related stakeholders