

Role Profile

Title	Marketing & Communications Manager
Reporting to	Director of Services & Development
Job Purpose	<p>To lead and deliver Avalon’s marketing, communications, and brand strategy, strengthening Avalon’s profile internally and externally while supporting organisational growth, recruitment, commissioner engagement, and colleague engagement.</p> <p>The Marketing Manager will develop and oversee impactful campaigns, digital communications, storytelling, and engagement activity that reflects Avalon’s values and positions Avalon as a leading, innovative, and values-driven social care provider.</p> <p>The role will play a key part in supporting Avalon’s strategic priorities including growth, digital transformation, colleague engagement, and strengthening relationships with commissioners, partners, families, and local communities.</p>

Key Responsibilities	
Brand & Strategic Communications	
<ul style="list-style-type: none"> • Lead the delivery of Avalon’s Marketing & Communications Strategy. • Develop and maintain a strong, consistent Avalon brand identity across all platforms and communications. • Ensure all communications reflect Avalon’s warm, inclusive, community-focused tone of voice. • Act as brand guardian across internal and external communications. 	
Website Development & Management	
<ul style="list-style-type: none"> • Lead the ongoing development and improvement of Avalon’s website to ensure it reflects the organisation’s values, strategic priorities, and brand identity. • Work with external developers, designers, and internal stakeholders to deliver website enhancements and new functionality. • Ensure the website remains modern, accessible, engaging, and user-friendly across all devices. • Develop website content that is warm, people-centred, and aligned to Avalon’s tone of voice. • Create and maintain dedicated content areas including: <ul style="list-style-type: none"> ○ success stories, ○ recruitment campaigns, ○ colleague spotlights, ○ service information, ○ strategic projects and innovations. • Optimise website performance, SEO, accessibility, and user engagement. • Monitor website analytics and user behaviour to inform continuous improvements. • Ensure website content remains accurate, compliant, and regularly updated. • Support digital integration with recruitment platforms, campaigns, social media, and 	

organisational systems.

- Explore innovative digital approaches to improve engagement with commissioners, families, recruits, carers, and local communities.

Digital Marketing & Content

- Lead Avalon's social media strategy across LinkedIn, Facebook, Instagram, TikTok and emerging platforms.
- Oversee content planning and campaign delivery, ensuring consistent and engaging communications.
- Produce and commission high-quality digital content including:
 - videos,
 - photography,
 - case studies,
 - newsletters,
 - blogs,
 - graphics,
 - recruitment campaigns,
 - commissioner-facing content.
- Monitor analytics and engagement data to continuously improve performance and reach.

Recruitment & Employer Brand

- Support recruitment campaigns through targeted marketing activity.
- Strengthen Avalon's employer brand and promote social care as a rewarding career.
- Develop campaigns showcasing career progression, colleague stories, and organisational culture.

Internal Communications & Engagement

- Lead internal communications activity to improve colleague engagement and connection to Avalon's strategy and values.
- Develop engaging intranet and Teams/Viva Engage content.
- Coordinate colleague recognition campaigns and organisational updates.
- Support communication plans for key projects including Nourish and Charms implementation.

Public Relations & External Engagement

- Build strong relationships with local media, commissioners, partners, housing providers, and community organisations.
- Identify opportunities to raise Avalon's external profile through awards, conferences, campaigns, partnerships, and events.
- Coordinate press releases, media responses, and reputation management activity.

Strategic Growth Support

- Support business development activity through marketing campaigns, promotional materials, presentations, and bid content.
- Work closely with operational and senior leaders to promote new services, mobilisations, innovations, and partnerships.
- Support strategic campaigns linked to Avalon's growth priorities and new service models.

Events & Campaigns

- Lead the planning and promotion of internal and external events.

- Coordinate campaigns linked to awareness days, celebrations, recruitment, and strategic priorities.
- Ensure campaigns are measurable, engaging, and aligned to organisational objectives.

Governance & Quality

- Ensure communications comply with GDPR, safeguarding, accessibility, and confidentiality requirements.
- Maintain oversight of brand standards, communications governance, and digital best practice.
- Monitor marketing performance and provide regular impact reporting to senior leadership.

Role Specific Competencies	
Expertise (role-related knowledge, skills and experience)	<ul style="list-style-type: none"> • Experience leading marketing and communications activity, preferably within health, social care, charity, or public sector environments. • Strong understanding of digital marketing, social media management, and content strategy. • Experience using analytics and performance tools to evaluate campaign effectiveness. • Skilled in copywriting for multiple audiences and platforms. • Experience managing campaigns, projects, and competing priorities. • Understanding of reputation management and stakeholder engagement. • Knowledge of employer branding and recruitment marketing.
Personal skills	<ul style="list-style-type: none"> • Creative thinker with strong storytelling ability. • Strong visual eye and attention to detail. • Confident communicator able to influence at all levels. • Organised and proactive with the ability to manage multiple projects simultaneously. • Able to work independently and collaboratively across departments. • Passionate about social impact and values-led communications.

Person Specification

Post Title	Marketing & Communications Manager	
Criteria	Essential	Desirable
Degree or equivalent experience in Marketing, Communications or related field	✓	
Experience in marketing/communications management	✓	
Experience within health, social care, charity or public sector		✓
Strong digital marketing and social media expertise	✓	
Experience producing multi-channel campaigns		✓
Excellent copywriting and storytelling skills	✓	
Experience using analytics and reporting tools	✓	
Experience managing websites and CMS platforms	✓	
Graphic design/video editing capability		✓
Understanding of CQC/social care sector		✓
Strong stakeholder engagement skills	✓	
Commitment to Avalon Values	✓	