



The voice of technology
enabled care

Communications & Marketing Manager TSA (Technology Enabled Care Services Association)

Job Title: Communications & Marketing Manager	Annual Leave: 25 days pa (plus bank holidays)
Hours: Full time (35 hours per week). Flexible working arrangements considered including working from home on some days.	Benefits: <ul style="list-style-type: none">• Generous Pension Contributions
Reports to: TSA Operations Manager	Location: TSA, Suite 8, Wilmslow House, Grove Way, Wilmslow, Cheshire SK9 5AG
Salary: £37,000 - £39,000 per annum (depending on experience)	Start Date: July 2019 (earlier if possible)
Contract: Permanent (3 months' probationary)	

Who are we?

1.7 million people in the UK rely on technology enabled care (TEC). Services include smart phone apps supporting people with autism, pendant alarms that raise the alarm if someone falls and GPS systems that track people with dementia.

TSA is the national body for the organisations that provide, commission and manufacture these TEC services. We represent over 350 members including housing associations; emergency services; digital health, telecare and telehealth businesses and local authority and health commissioners.

TSA has been one of many organisations that has shaped the Quality Standards Framework (QSF), an independent audit and certification programme for the TEC industry. QSF is available to all organisations in the sector, whether TSA members or not and it is run by an independent organisation, TEC Quality.

TSA is a small organisation with a core team of four people and seven part-time associates, many of whom regularly work in the office.

What do we want from you?

We need a communications and marketing manager who is a brilliant copy writer with a range of other marketing skills. This is a very 'hands-on' role. You will be expected to roll up your sleeves and implement TSA's marketing delivery plan. A big slice of this role involves creating content – from writing web copy to posting on social media, sending out e-shots to writing presentations and think pieces.

But there is a lot more to the role, for example updating stakeholder databases, working with design agencies to create marketing materials, promoting TSA events and managing marketing research programmes. This role is about getting stuck in, making things happen to a consistently high standard, having a strong attention to detail and coming up with lots of ideas.

We won't spoon feed you, and as a result, we want a communications and marketing manager who can knuckle down and make things happen on their own, someone with lots of initiative who can manage multiple work programmes.

A part time marketing assistant – working in TSA's business support team will provide some administrative support, but you will be responsible for all the 'doing' - delivering activity as mapped out in TSA's marketing delivery plan.

You will be a proven 'all-rounder' with a record of achievement in on-the-ground marketing delivery and examples of your copy-writing work.

THE ROLE

1. **Planning content:** Thinking ahead, researching and plotting out what content is needed and by when to implement the marketing and communications delivery plan.
2. **Creating content:** Writing and developing a range of content such as blogs, news articles, opinion pieces, eGuides, eshots, endorsements, presentations, fact sheets, policy digests and infographics.
3. **Distributing content:** to specific target groups across our various marketing channels e.g. website, Twitter, LinkedIn, email, e-newsletter, YouTube, member events.
4. **Website management:** Managing the TSA website, using the content management system to upload and update content and images/video, manage member access and help develop new features
5. **Social media management:** managing the TSA's 4 social media channels via the Hootsuite platform, posting content, monitoring notifications and followers.
6. **Horizon scanning:** Managing/monitoring a suite of business and sector intelligence channels including RSS feeds, Google Alerts and Hootsuite searches, disseminating key information across TSA channels and internally.
7. **Marketing events:** Working with events manager to promote events including TSA's conference.
8. **Creating the TSA e-newsletter:** Creating/curating content and distribution on a monthly basis
9. **E-marketing management:** planning e-marketing activity to support key business objectives and growth.
10. **Document formatting:** formatting and distribution of member-only/ internal documents and presentations, e.g. conference PowerPoint shows, guidance publications, briefing docs and reports.
11. **Managing data:** Updating membership/ stakeholder databases, building fresh databases in Microsoft Excel and other data programmes, analysing and using data accurately for marketing in line with data protection regulations including GDPR regulations.
12. **Commissioning content:** Briefing the TSA team, members and stakeholders to write blogs, case studies, thought leadership pieces, endorsements. Chasing up content, editing and getting approval.
13. **Developing designed/ branded materials:** Working with our design agency, writing creative briefs, writing copy, proof-reading, working on brand development activity.
14. **Managing market research:** Briefing and managing market research consultants and using results to inform future marketing and content activity.
15. **Overseeing PR:** Managing freelance PR consultant to secure coverage in target media.
16. **Overseeing part-time marketing assistant:** Managing marketing assistant (part of TSA's business support team) who'll provide part-time support to the Communications & Marketing Manager.
17. **Responding to requests:** Working with the TSA team, members and stakeholders to respond to their marketing and content requests.
18. **Measuring impact:** of marketing and content activity to demonstrate ROI to senior management.
19. **Working with Membership and Quality Standards Framework teams:** to provide marketing support.
20. **Attending operations meetings:** to provide a feedback loop into the rest of the business and serve the operational teams by helping to plug ad hoc sales gaps with reactive marketing initiatives.
21. **Delivering ad hoc project work:** as required.
22. **Providing ad-hoc marketing advice:** to TSA members and partners.
23. **Input in to TSA growth strategy:** to grow membership and drive take-up of TSA's range of services.

THE PERSON

1. **Minimum three years' experience** of managing and delivering marketing activity including content creation and digital marketing.
2. **Ability to write engaging, punchy copy** and tailor it for different audiences and marketing channels.
3. **Sharp attention to detail**, accuracy and thoroughness when creating content. Rigorous proof-reading ability and strong spelling and grammar skills.
4. **Experience of posting content** on platforms such as Twitter, LinkedIn, YouTube and knowledge of how to structure a post to maximise exposure and engagement.
5. **A creative mind** that spots connections between projects or opportunities to speak to target groups and pounces on them to share as content or to communicate key messages.
6. **Experience and understanding of digital marketing** such as SEO, Mailchimp, Hootsuite.
7. **Experience of the social care, health, housing, local authority or technology** sectors and communicating with these audiences is preferable but not essential.
8. **Understanding of how to analyse and use data** effectively for marketing purposes.
9. **Highly organised** - able to independently plan, implement and execute a range of activities concurrently to a consistently high standard.

If you're excited by the opportunity, please apply via email with:

- Your CV
- A cover letter explaining 1) how your experience matches what we're looking for and 2) why you want to work for us
- Three examples of content you have created

...to admin@TSA-Voice.org.uk by 5pm on Friday 24th May 2019.

If you'd like to know more, please contact Rowan Atkins, marketing associate for TSA on 07834 158 725 or rowan@rowanatkins.co.uk . **No contact from agencies please.**

We reserve the right to close the advert early in the event of receiving a sufficient number of applications and may extend the advert if we don't find our perfect team member.