Catalyst is hiring a **Brand Manager.**

**Key Information**

* Permanent (full-time) contract
* Salary - Up to £40k based on experience
* Competitive Benefits Package
* Based at The Innovation Centre, Queen’s Island, Belfast
* Closing date for CV’s is Monday, 6th January 2020
* Interviews will be held w/c 13th January 2020.

**Our Vision for Northern Ireland**

A community of innovators so powerful that its people can change the world.

**Our Values**

We are a force for good, bold in our approach, with integrity at our core and passionate in everything we do.

**The Role**Responsible for the co-ordination and delivery of high-quality content to support our message; design of our community experience across all touchpoints, programmes and environments; and upholding standards for the Catalyst brand across all internal and external initiatives.

Leading effective brand solutions for Catalyst with creative thinking.  Responsibility for brand awareness and high-quality content production.

Responsibilities

1. Co-ordinating production and delivery of high quality, creative marketing campaigns that resonate with their intended audiences.
2. Co-ordinate and cultivate a distinctive tone of voice through an engaging social strategy.
3. Co-ordination and development of a content strategy and delivery of high-quality relevant content scheduled to support key initiatives throughout the calendar.
4. Proactively manage our external PR partner and oversee all aspects of planned and crisis management public relations.
5. Co-ordinate internal communications to employees and stakeholders.
6. Championing the brand across all audiences internal and external.
7. Reporting to the Executive Team at quarterly and annual planning meetings to optimise spend and results.
8. Build and actively manage relationships with external partners to ensure creativity, quality and collaborative execution against deadline & budget.
9. Optimise processes and systems that support our internal creative team manage workflow and deliver production requirements.
10. Monitor and manage the performance of a small creative team to ensure the successful achievement of KPIs.
11. Responsibility for centralised marketing budget.

**Person Specification**

**Essential**

Qualification

* Degree in marketing or related field

Experience

* Proven experience working in a similar role
* Experience managing a small team
* Experience of managing and allocating budgets
* Experienced presenter and comfortable delivering content to a large audience
* Understanding of the collaborative design process (e.g. design thinking)
* Experienced content creator
* Experience of managing social content or delivering a social media strategy

Skills/qualities

* Driven and passionate in your approach to content, marketing and brand
* An ability to think strategically and co-ordinate creative projects
* Exceptional communication and interpersonal skills (an ability to influence staff both up and down the organisation is essential)
* Time and project management skills, including multi-tasking

*Criteria may be enhanced to aid shortlisting. Exceptional candidates who do not meet the criteria may be considered for the role provided they have the necessary skills and experience.*