

# Communications Manager

## Introduction

The Coders Guild is a leading provider of inclusive digital skills training and tech education, championing equality and diversity in the tech world.

## Industry Led, Community Driven

We deliver bespoke training programmes, based on ever-evolving, industry-led research and feedback. We're driving growth and success for the digital sector creating a brighter future for the people and businesses that are a part of it.

We're on a mission to unlock the full potential of the tech industry, by making high quality digital skills training and tech education equally available to every person and every business.

Delivering a forward-thinking, industry-led curriculum means we're training people in the future of digital skills. Our trainees and businesses are leading the digital industry into the future, today.

## The Role

The Communications Manager is responsible for providing comms support and strategic direction for The Coders Guild activities, business goals and mission.

The Coders Guild is a leading tech education provider. We specialise in industry led technical vocational training and digital skills provision. We have strong ties with industry groups as well as government and third sector organisations Our motto is Industry Led, Community Driven, that means that everything we do delivers social value to the industries and communities that we operate in. Striving to improve inclusion, diversity and knowledge-share as we address the digital skills gap and power up the next generation of tech leaders.

We are looking for a Comms Manager to join our growing team as we move from a startup to scale up business. We are an agile, remote working team with offices in Leeds and Manchester. Our business moves swiftly - no day is ever the same - so we need someone who is quick to move and adapt, comfortable with change, and used to working on lots of projects simultaneously. You will be leading a team of PT Social Media Manager and FT Digital



Marketing Apprentice. We also work with an external company to manage and monitor our SEO and online ad campaigns.

## About You

We are looking for someone with at least 3 years prior experience working in a marketing or communications role and leading a team. You will have proven success designing and executing marketing and communications strategies and campaigns and be up to date on industry trends, able to stay ahead of the curve.

Excellent organizational and project management skills as well as the ability to meet deadlines is a must, as is the ability to think analytically and strategically.

You will be capable of working well as part of a team as well as independently, a multitasker, capable of simultaneously managing multiple projects with different deadlines

You will need to have superior written and verbal communications skills, excellent copywriting skills and be able to write clear, concise documents and compelling business proposals. You must be able to form strong working relationships with both internal and external stakeholders and be able to influence decisions.

Previous work experience across diverse sectors including business, brand government, NHS, Public Sector, or a Charity is an advantage.

## Responsibilities

- Create and deliver communications strategies that support the delivery of TCG business strategy
- Produce accessible, engaging and targeted communications (print and digital) across TCG's audiences/stakeholders
- Build brand awareness to ensure consistency across all of TCG's communications
- Develop and manage relationships with partners (events, stakeholders) and agencies (PR, Design, Digital Marketing)
- Be an active member of the Strategy & Leadership Team
- Lead and guide the communications team, including external contractors
- Prepare annual plans, budgets and impact reports
- Organise our events and speaking opportunities



- Be the point of contact for all media requests
- Working in partnership with the sales team and Directors to ensure flow of information to inform communications content and reporting back to the sales team with relevant items to be used in pitch meetings.

## Benefits

We are a flexible employer looking for the right person to join our team. We offer a 'pick and mix' style benefits package so that you get to choose the working elements most suited to your career objectives and wider commitments.

We do not insist on office hours but we are looking for someone who will be available 5 days a week most weeks

