

## **Communication Manager**

### **Job Description 2021**

Role Purpose: To Co-ordinate the development of our administration and communication activities of the Company. To support the Marketing Activities of the Company, to focus on Franchisees.

The role is worked 37.5 hours a week worked over 5 days.

Reporting to the Operations Manager (Mr Stuart Stamper)

### **Key Activities:**

Downland brand development within Franchise businesses

1. To continue to promote and apply updates to the Downland website and Franchisees web pages hosted within the main Downland WordPress platform.
2. To research and suggest off the shelf Microsoft applications to help communicate with both Franchisees, Suppliers and Franchisees customers.
3. Downland Social Media, create an annual plan to maximise engagement and reach.
4. Downland extranet ensure information is updated in a timely manner.
5. Pegasus back office software, ensuring all product information is updated in a timely manner.
6. Downland ecommerce ensure all product information is up to date. Continually work with the ecommerce focus group to develop the site. Encouraging repeat customer orders.
7. Create individual Franchise marketing plans based on the annual supplier marketing plans plus individual Franchise requirements.
8. Support the Marketing Co-Ordinator with the organisation of the annual conference.
9. Supporting the Operations Manager in day to day duties.
10. Dealing with enquiries from Senior team members and other members of staff as and when required.
11. Working in a small dynamic team there will be the requirement to complete other key tasks and administration as and when required.