



Job Description

Job Title	Head of Marketing, Communications and Policy
Accountable to	Deputy Chief Executive
Location	Staffordshire Chambers of Commerce

Background

Staffordshire Chambers of Commerce has been in existence since 1813 and incorporated since 1949. We are a business membership organisation, with nearly 1,000 business members across Staffordshire, making us the biggest business support organisation in North Staffordshire.

We provide a range of support to help business to start, grow and succeed including: -

- Networking and Events
- Business Services inc HR/Legal advice
- Policy and Representation
- International Trade
- Training

We also deliver a range of external contracts which support business to access funding, growth programmes, training grants and more. These include the Growth Hub Business Support helpline, the business crime helpline, the Local Skills Improvement Plan, plus a range of other initiatives which change as funding becomes available through Local Authorities.

This means we work with an additional 6,000 businesses each year through our wider project support.

In addition, we work closely with MPs to raise awareness of key issues facing businesses and we operate "Daily Focus" a e-newsletter which goes out 5 days a week, celebrating and promoting local business news.

Our vision is to help grow the economy and support Staffordshire businesses to make it a more prosperous area for the residents and attract further investment.

The Head of Marketing, Communications and Policy will lead and integrate the organisation's communications, marketing, and policy functions, ensuring cohesive messaging, strategic alignment, and effective stakeholder engagement. This role focuses on shaping public perception, influencing policy, and enhancing the organisation's brand, while collaborating closely with the Head of Events to align event content and messaging.



Key Responsibilities:

Strategic Leadership

- Develop and deliver integrated communications, marketing and policy strategies that align with the organisation's aims and objectives.
- Act as a strategic adviser to the senior leadership team on brand, reputation and policy-related matters.
- Monitor political, economic and social trends, identifying risks and opportunities to inform strategic planning.

Communications and Marketing

- Lead the development of high-quality, engaging content across all channels including digital platforms, press releases, publications, newsletters and social media.
- Take a lead role in overseeing *Daily Focus*, the organisation's weekday business news publication, liaising with the external provider to ensure timely, relevant and high-quality content.
- Develop and implement content plans for *Focus Magazine*, our quarterly printed publication, working closely with our external production partner to shape themes, article ideas and editorial direction.
- Ensure brand consistency across all internal and external communications.
- Manage media relations, securing positive coverage and building relationships with journalists and media outlets.
- Work closely with the Head of Events to shape topics and themes and assist with drafting scripts or speaker notes as required.

Policy and Public Affairs

- Lead the formulation of policy positions and advocacy strategies to support the organisation's objectives.
- Engage with key stakeholders including local and national policymakers, business leaders and partner organisations.
- Monitor legislative and regulatory developments and provide timely insight and recommendations.
- Represent the organisation in external forums, working groups or consultations as appropriate.

Leadership and Team Development

- Lead and motivate a high-performing team across communications, marketing and policy.
- Set clear objectives, manage performance and support continuous professional development.
- Foster a collaborative culture that encourages innovation and results.



Evaluation and Impact

- Define and track KPIs to measure the impact of communications, marketing and policy activity.
- Provide regular reports and insights to senior leadership, identifying areas for improvement or development.

Further Requirements:

- Actively contribute to organisational strategy and leadership as a member of the senior management team.
- Work collaboratively across departments to achieve organisational objectives.
- Promote equality, diversity, and inclusion in all aspects of the role.
- Ensure effective communication with members, colleagues, and partners.
- Maintain high standards of professionalism, integrity, and customer service.
- Keep up to date with sector developments, business trends, and emerging opportunities.
- Undertake training and development as required.
- Carry out other duties as may reasonably be required in line with the objectives of the role.

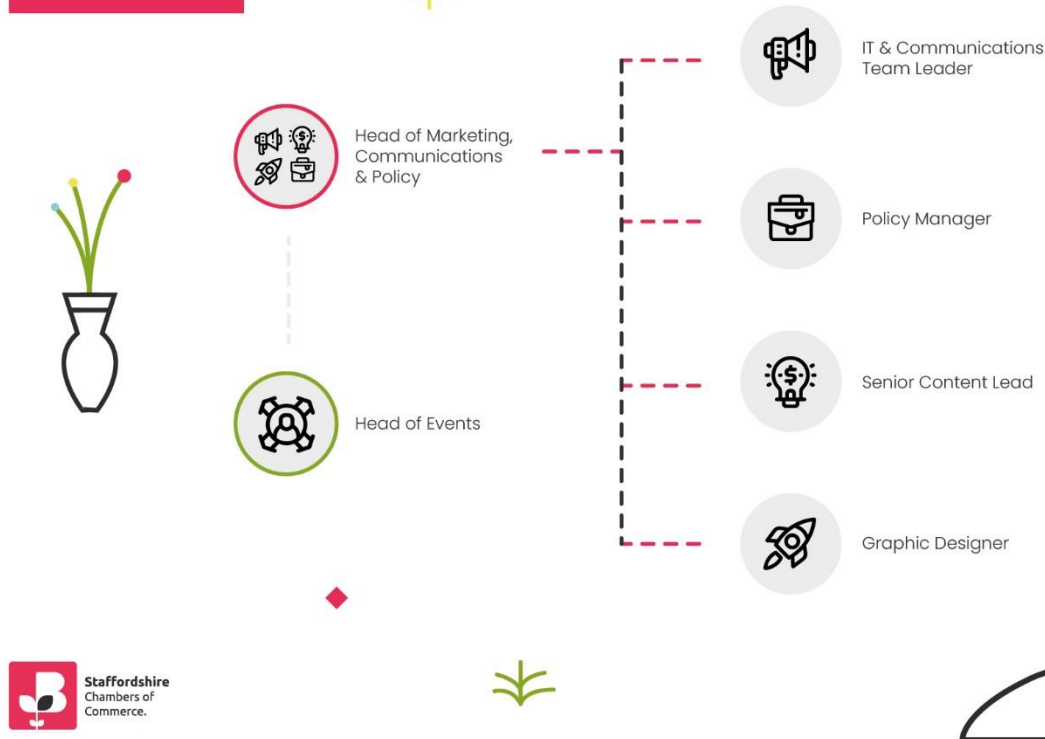
What We Offer

- Competitive salary dependent on experience
- 25 days annual leave, plus bank holidays.
- Free parking on site
- Westfield Health, offering access to healthcare benefits and discounted gym membership.



Staffordshire
Chambers of
Commerce.

Marketing & Events



Person Specification

Job Title: Head of Marketing, Communications and Policy		
Criteria	Essential/ Desirable	Method of Identification
Qualifications Degree or equivalent experience in communications, marketing, public relations or related field Membership of a relevant professional body (e.g. CIPR, CIM) Evidence of continued professional development	Essential Desirable Essential	Application Application Interview
Proven Experience Significant senior experience in communications or marketing Demonstrable involvement in policy work or advocacy Delivering and implementing integrated comms and marketing strategies	Essential Essential Essential	Application Application / Interview Application



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Working with or overseeing external partners and content providers	Essential	Application / Interview
Managing or influencing media and press relationships	Essential	Application
Overseeing publications and/or digital content creation	Essential	Application/Interview
Leading or contributing to policy-related outputs or engagement	Essential	Interview
Experience influencing public policy at local, regional or national level	Desirable	Application/Interview
Line management and team leadership	Essential	Application/Interview
Knowledge, Skills and Abilities		
Excellent written and verbal communication skills	Essential	Application/Interview
Strong knowledge of UK media, digital marketing, and public relations	Essential	Application
Understanding of political and policymaking processes in the UK	Essential	Application/Interview
Ability to build and manage stakeholder relationships	Essential	Interview
Highly organised with the ability to manage multiple priorities	Essential	Application/Interview
Attention to detail and editorial judgement	Essential	Application
Copywriting or journalism experience	Essential	Application / Interview
Ability to evaluate communications performance and interpret data to improve engagement and reach	Essential	Application / Interview
Competence in Microsoft Office and communications tools	Essential	Application
Other Attributes		
Proactive, results-driven, and self-motivated.	Essential	Interview
Commitment to the aims and values of Staffordshire Chambers of Commerce.	Essential	Interview
Flexible and adaptable, with a positive and resilient attitude.	Essential	Interview
Willingness to work flexibly as needed with provision to travel across Staffordshire and occasionally beyond	Essential	Application

