

Recruitment Pack

Marketing and Communications Manager



Welcome

Thank you for your interest in joining the team at the Community Transport Association (CTA). Community transport supports people to live independently, participate in their communities and access local services and amenities.

Community transport operators have a great story to tell and it's CTA's job to help them tell it and support them to develop excellent services that can transform lives and communities. We have around 1200 members and many other stakeholders that all help to provide accessible and inclusive transport solutions in their communities. As we emerge from the pandemic and get back on our feet community transport is more important than ever.

As CTA's Marketing and Communications Manager, you will develop and implement our marketing and communications strategy to ensure that, as we grow, we inform our stakeholders of the great work we are doing to ensure that community transport is accessible for all. You will also protect and promote our brand and ensure that we maintain and develop strong commercial relationships with our partners. You will be well organised, creative and collaborative, wanting those around you to succeed.

In return you will have the opportunity to contribute to the development of CTA at this exciting time. You will work as part of a team that prides itself on being supportive and productive and you will enjoy the flexibility our organisation offers and a generous benefits package.

If this sounds like you, then we would encourage you to apply and let's start the conversation.

Stuart Bowler

Director of People and Operations



What is Community Transport?

Community transport supports people to live independently, participate in their communities and access local services and amenities. Run by charities, community groups and other not-for-profit entities it offers a reliable and resilient way of ensuring the broadest range of transport needs can be met. High levels of volunteer and user involvement in the creation and delivery of services are integral to this.

Services are person-centered and targeted towards those most likely to be under-served by mainstream transport, especially people who are less mobile and live in sparsely populated areas. This is made possible by services being accessible and flexible.

Demand-responsive journeys enable people to access everyday services, such as the shops or a hospital, whilst scheduled community buses connect and integrate communities with the wider transport network. It's about more than minibuses; our members use a range of vehicle types to get people where they want and need to be - whether that's school, college, work, social activities or public services.

Community transport operators forge strong links with local public bodies and other civil society organisations enabling more coordinated and integrated support for local populations. This leads to benefits beyond the value to the individual passengers, with community transport central to place-based approaches, creating positive change, or managing complex and evolving situations, such as the coronavirus pandemic.



What is Community Transport?

CTA works with a wide range of community transport operators which can be split into several distinct types:

- Charities and other groups established for the specific purpose of providing not-for-profit transport services;
- Multipurpose community groups where transport is one of a range of 'community self-help' services they run. These will typically be community anchor / local infrastructure organisations;
- Organisations where transport is ancillary to enabling them to fulfil their social purpose - this includes communities of identity, disability / long-term condition specific groups, uniformed societies and sports clubs. This also includes education institutions and local authorities.

"I'm proud to be part of a sector where, every day, thousands of people across the country dedicate their time and effort to combat social isolation and loneliness. Our members make a real difference in helping people to be part of their communities and stay independent."

Mariana Pacheco, Development Officer



Our Members

Community transport providers come in all shapes and sizes, operating different types of services to meet different types of needs. What they all have in common however, is the determination to provide accessible and inclusive transport for those who might otherwise not be able to get out and about. We've included some examples below: a traditional minibus service, a volunteer car scheme, a community group and a wheels 2 work scheme - all of which are valued CTA members.



Badenoch and Strathspey CT - Aviemore

Badenoch and Strathspey Community Transport are a traditional community transport provider based in the rural area of Aviemore, Scotland. BSCT operates demand responsive minibus services, taking people to where they need to go, as well as registered community bus routes, putting on services in areas that commercial routes won't cover.

The African Community Centre - Swansea

The African Community Centre operate a community car scheme based in Swansea that provides much needed transport for the city's asylum seekers. The cost of public transport is a huge burden for asylum seekers and is often unaffordable. The African Community Centre, set up in 2017 with the support of CTA, aim to change this with accessible, affordable and understanding transport.



The U-Turn Project - Belfast

The U-Turn Project is a community group in Belfast which seeks to help young people embrace a new future through sports and fitness. After fundraising for a new minibus by completing a 185-mile cycle ride around London, the group bought a minibus in 2017 and use it to great effect, taking young people to their local football league and helping local people who are unemployed access training they wouldn't otherwise be able to.



South Yorkshire Wheels 2 Work - Sheffield

Based at Sheffield Community Transport, South Yorkshire Wheels 2Work is one of the biggest wheels to work schemes in the country. It provides short term scooter loans to people who struggle getting to work, training or college due to a lack of suitable or affordable public transport options. There are currently 150 scooters in use in South Yorkshire, mainly by young people, helping them to access opportunities that they might otherwise be denied.



CTA in Numbers



"I feel very lucky to be part of a team where I can put my passion for access and inclusion into practice every day. We support a network of organisations across the country who are committed to helping their communities, and that gives me an enormous sense of satisfaction. There are so many opportunities to learn and stretch yourself, as well as using the skills you bring with you from other roles. No two days, or CTA members, look the same, and we approach our work with a collaborative mindset to maximise our impact as we support them."

Gemma Lelliott - Director for Wales



"Working for CTA is brilliant because you have the opportunity to help support some incredible community champions who provide a lifeline to those who have no other means of accessing transport. You are supported by colleagues from across the UK and work on a wide range of projects. It is also great to work flexibly and remotely when you need to which makes it easier to manage other commitments whilst still getting the job done."

Dylan Gallanders - Training Development Manager

CTA has approximately

1,200

members across the UK

We also have

20

staff members across the UK

We are based across

5

offices - our main central office in Manchester and other offices in Belfast, Neath, Llandudno and Edinburgh.

We're governed by a board of

11

trustees; 6 of whom are selected from the CTA membership.

Our annual income in 2020/21 was

£1.1m



Our Objectives

We have a range of objectives, each relating to one of the four elements of our mission. We also have additional objectives about our work behind the scenes to make sure we're fit for purpose and developing as an organisation.

Championing CT

We want to see greater attention given to community transport and the everyday experiences of their users in policy-making. This involves showing how community transport is relevant and responsive to key areas of public policy and how our members improve quality of life for people and families in their local communities.

Connecting CT

We want to be at the heart of a vibrant network of people and organisations pursuing a social mission within the world of passenger transport.

Supporting CT

We want our members and other community organisations providing transport to work with us to promote high standards of practice and services being delivered in a safe, legal and caring way.

Growing CT

We will constantly be on the lookout for opportunities to extend the reach and impact of the community transport model and mobilise new investment to enable those transformations.

Developing CTA

We want everything we do to be amazing all the time. We want people to have a high-quality experience when they work with us, as members, stakeholders, staff or volunteers.



Governance

Our [Board of Trustees](#) is ultimately responsible for the overall performance of CTA and will conduct its business to ensure that we are financially viable; properly governed; and compliant. The Board of Trustees monitors performance of all functions of the CTA and decides the level of resources to meet our financial and other obligations. As well as these responsibilities, the Board approve and maintain our vision, mission and values, develop strategy and policy, ensure compliance with the law and maintain proper fiscal oversight.

The Board is comprised up to six trustees nominated by members and up to five trustees co-opted by the Board of Trustees. In line with our constitution, our Board includes at least two member trustees based in Wales, Scotland, or Northern Ireland. Each serves for a period of three years and may stand for a consecutive three-year term. The Board of Trustees appoints its Chair, Treasurer and Vice-Chair.

The Board of Trustees derives its authority and its responsibilities from two sources:

- 1) Charity Law, which lays out [the specific duties of all charity trustees](#).
- 2) Our Constitution set out the composition of the Board of Trustees, the ways in which the trustees are appointed and their powers.

Committees

Three sub-committees support the board: Finance & Audit, Policy and Governance. These committees help give oversight and scrutiny to specific parts of the charity. They ensure the proper checks and balances are in place as well as giving sufficient time to look at these key aspects of the work that we undertake.



Working at CTA

Rewards and Benefits

- Remuneration package comprising an annual salary starting at £35,000
- A defined contribution pension scheme including employer contributions up to 5%.
- CTA Sick Pay Scheme which provides payment in addition to SSP. Entitlement is first eight weeks at full pay, following eight weeks at half pay.
- Group Life Insurance cover, currently at three times your annual salary.
- 25 days' annual leave, plus public holidays and additional days between Christmas and New Year. The annual entitlement rises over time to a maximum of 29 days.
- A basic flexi-time system.
- A flexible approach to work – we encourage and support different ways of working in order to achieve our overall objectives.

Diversity

We're committed to ensuring our workforce reflects the diversity of the world and communities we're based in. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disability. We would particularly welcome applications from people of colour and those with lived experience of transport barriers.

Post: Marketing and Communications Manager

Location: Remote

Salary: £35,000 starting salary

Contract: 2 Year Fixed Term
Full-time; 35-hours per week

Reports to: Director of People and Operations

Direct Reports: Marketing and Communications Executive

Purpose of Role:

Responsible for managing the Community Transport Association's marketing and communications activity across the organisation, with a focus on CTA UK and England activities. It will ensure that CTA effectively, consistently and strategically communicates with a wide-range of stakeholders and audiences. The role will ensure that CTA is promoting the impact and value of the CT sector effectively with stakeholders leading to a greater awareness and understanding of the impact of CT.

Responsibilities:

Strategy and Process

- To develop CTA's Marketing and Communications strategy and ensure its implementation throughout the organisation.
- Organise and analyse quarterly status updates on communication engagement and share this activity with the Leadership group.

Brand Management

- Responsibility for the CTA brand; ensuring its consistent use across the organisation including supporting staff in producing external communications in-line with CTA brand guidelines.

Management of External Communication Channels

- Responsibility for managing CTA's primary channels of communication, both online and offline ensuring that they are consistent, articulating the role and impact of CTA and promoting the wider value and impact of CT to stakeholders. This includes:
 - Producing and editing CTA's quarterly membership journal *Together*.
 - Producing and coordinating content for the pan CTA newsletter and nation specific spotlights.
 - Leading on the use and evaluation of CTA's social media channels.
 - Planning, coordinating and editing content for the CTA's Blog.
 - Planning, writing and editing content for CTA's email marketing and other forms of content.
 - Working with the directorates to ensure that stakeholders including DfT (Department for Transport) are engaged and involved in sharing communication with the CT sector.
 - Responsibility for CTA's website and overall digital presence, including coordinating with staff and external stakeholders to keep it current and up to date.

Coordinating Internal Communications

- Responsibility for leading on improving CTA's internal communications channels implementing new processes.
- Responsibility for producing and managing certain internal guidance and procedures such as CTA's social media policy, electronic communication policy and external communication signoff procedure.

Press and publicity

- Be the first point of contact for incoming media/press enquiries with responsibility for ensuring that enquires are dealt with by the appropriate member of staff.
- Co-ordinate with team members to produce relevant press releases about CTA's projects and activities.
- Develop and maintain a press and stakeholder contact list.
- Developing and maintain relationships within the media and with journalists, especially transport or community sector specialists and outlets.

Services and Projects

- Lead on the marketing and communications strategy for CTA UK events and take a leading role in planning and executing UK-wide events.
- Lead on the marketing and communication of CTA UK and England Campaigns, including a UK Community Transport Week.
- Assist team members in running other events with logistical and communications support.
- Run media campaigns from the content generated by country directors.

Membership Engagement

- Gather stories and content from CTA members and other stakeholders and present these stories through CTA's various channels of communications.
- Work with the membership team to improve and maintain a membership mailing list and increasing member engagement with CTA's communications.
- Innovate new ways to engage with our membership.
- Develop effective communication content to support CTA to build and expand its current membership engaging with new audiences.

Relationship management

- Manage the relationships with key external organisations relating to CTA's marketing and communications including:
 - Companies who produce marketing collateral and other print and design services - ensuring that both long term projects and the creation of new materials are carried out effectively.
 - Key sponsors such as Endsleigh Insurance, ensuring that CTA manages this effectively and builds the relationship.
 - James Pembroke Media – ensuring the delivery of CTA's quarterly membership publication and evaluation and renewal of the relationship at the end of each year.

Marketing and Communication Budget

- Work with the Finance Manager to understand and create a Marketing and Communications budget and then hold responsibility for utilising and reporting on that budget.

Line Management

- Provide coaching and development support which motivates and enables staff to achieve their individual objectives in with strategic objectives.

General organisational responsibilities

Values	Be an enthusiastic advocate for CTA's values.
Planning	Contribute to the development, implementation and delivery of CTA's strategy and operational plans. Contribute to service evaluation and development by listening and feeding back membership data, stories and intelligence.
Reporting	Ensure personal record-keeping and reporting is conducted consistently and to a high standard, including generating data for management reporting, saving resources and documents on SharePoint.
Participation	Contribute to staff meetings, team meetings, and other meetings as required.
Resources	Use the resources of the organisation effectively.
Governance	Ensure our administration and customer service work remains compliant with relevant legislation, policies and good practice.

Person Specification

	Essential	Desirable
<p>EXPERIENCE & QUALIFICATIONS</p>	<ul style="list-style-type: none"> • Can demonstrate experience of planning, creating and delivering innovative marketing campaigns which include range of activities/events delivered within the campaign. • Can demonstrate extensive experience of establishing and maintaining positive relationships with a range of internal/external stakeholders • Experience of managing different social media platforms and able to use digital channels to improve reach, efficiency and impact of campaigns/messages • Experience in writing news releases, responding to media enquiries and developing and maintaining strong relationships with journalists and other media outlets • Experience of writing blogs and articles (print and online) • Experience of managing digital advertising (including Google AdWords and Facebook Insights) • Experience of managing website CMS, e-newsletter platforms (Mailchimp) and form building platforms (SurveyMonkey) • Educated to degree level or equivalent experience that demonstrates ability 	<ul style="list-style-type: none"> • Experience of working within a membership or voluntary sector environment. • Experience of developing case studies or other qualitative data • Experience of delivering UK Wide marketing and communications campaigns

**KNOWLEDGE,
SKILLS & ABILITIES**

- Excellent verbal and written communication and copywriting skills, with first-rate attention to detail and ability to adapt to suit subject and audience
- Demonstrable knowledge of and advanced skills in Microsoft Office applications (Word, Outlook, PowerPoint, Excel)
- Knowledge of and skills in social media management, with a focus on increasing reach and engagement
- Strong communication skills and ability to work with colleagues across a range of skills and expertise, and to communicate effectively at senior level
- Ability to work on own initiative and organise, plan and manage projects simultaneously, and meet deadlines
- Ability to think strategically and creatively regarding the long-term development of an organisation's marketing and communications work.
- Understanding and knowledge of the Community Transport Sector.
- Knowledge and understanding of using communications to build a membership base.

**VALUES &
BEHAVIOURS**

- A demonstrable commitment to our organisation's values.
- A strong commitment to, and understanding of, the principles of equality, diversity and inclusion.

How to apply

Your application should include the following three things:

- **A personal statement** of no more than two sides of A4 that explains your motivation for applying for the role and demonstrates how you meet all of the essential requirements and any of the desirable points set out in the Experience & Qualifications section of the Person Specification. You don't need to directly address the other sections of the person specification in your statement as we'll explore these through the interview, but feel free to refer to any of them when discussing your experience if it helps illustrate your leadership and management style.
- An up to date, detailed **CV** including all relevant employment history and key achievements in your most recent role(s). Please also ensure your CV has your email address, phone number and the names and contact details of two people who can provide references, one of whom should be your most recent employer. We will only request references once we have chosen an applicant we wish to appoint.
- A completed **Equal Opportunities Form** which can be downloaded from ctauk.org/jobs.

Please send your application via email to jobs@ctauk.org. If you would like an initial, informal discussion about the role, you can contact Stuart Bowler, Director of People and Operations via stuart@ctauk.org.

The closing date for applications is Thursday 17th November at midday.

Action	Date
Closing date for applications	Midday (12:00) on Thursday 17 th November
Interviews	Monday 28 th November