

Job Description and Application Details

Senior Communications and Digital Manager (maternity cover) Reference: MC-SCDM

About the job:

Morrow Communications is seeking an experienced and enthusiastic **Senior Communications and Digital Manager** to join our award-winning PR & Communications team.

You'll be an empowered senior communications account manager, providing strategic advice to clients across the public and private sectors. As part of an integrated communications consultancy, this role combines a range of tools including media relations, digital communications, social media, stakeholder relations, crisis and issues management, copywriting and internal communications.

Contract terms:

This role is to cover a period of maternity leave (minimum 9 months), with the possibility of extension.

A highly competitive salary range between £35,000 – 38,000 p.a, dependent on experience.

About us:

Morrow's is an award-winning full-service communications agency based in Holywood, Co Down and is committed to delivering creative campaigns that truly engage. We are the current holders of the CIPR 'Consultancy of the Year' title and proudly represent some of the UK and Ireland's most exciting brands and organisations.

You would be working with a talented, fun bunch of people - from the Communications team to Video Production, Event Management, Advertising, Design and Digital - collaborating to deliver integrated communication solutions to our varied client base.

What to expect:

The successful applicant will play a key client management/directing role bringing energy, creativity, and experience to a number of our core clients and the Morrow's team as a whole. In return, we provide reward and recognition plus a first-class employee engagement experience through our '**Belong**' programme.

All this will be provided in an open, friendly and supportive environment with relevant training and professional development. Morrow's is the only NI agency which holds the PRCA Gold Communications Management Standard, a quality mark which underpins all our client and employee processes.

Specific experience required for the role:

- Applicants must have a minimum of five years relevant PR / communications experience working with clients/organisations in the private and/or public/third sector. This should include experience of devising and delivering communication strategies to meet client objectives as well as managing associated budgets.
- Hold a third level qualification (preferably, but not exclusively in Public Relations, Communications and/or Marketing)
- Have a recognised digital marketing qualification and/or proven experience of designing and delivering digital communications programmes including: strategy development, content planning, copy creation and tactical delivery across a range of social media

- platforms; social influencer management, planning and delivering digital advertising campaigns and measuring and evaluating their effectiveness
- Demonstrate solid experience of helping devise and deliver media and stakeholder relations strategies and advising clients on their communications in good times and bad.
 - Have experience of leading and delivering excellent results within a communications/marketing environment and as part of a team.

What we are looking for:

- You'll be **an inquisitive and strategic thinker**, who takes time to understand a client's business objectives and can help devise appropriate communications solutions to achieve them.
- You'll also be very comfortable in the digital sphere and understand how to channel great content to online audiences and advise clients on the latest digital trends.
- You'll know how to manage a **busy schedule**, thrive as part of a **team**, and **support others** in your team to do likewise.
- You'll have first-class **relationship and communication skills** – able to connect positively with everyone you encounter - from clients and media to colleagues and suppliers.
- You'll have an instinctive **flair for writing** in a variety of styles online and offline, with meticulous **attention to detail**.
- You'll be ready to **jump headfirst** into the role, working on a number of major PR/communications accounts in various business sectors, as varied as agri-food, finance, retail, IT, energy, manufacturing and hospitality/leisure.

How to apply:

Apply for this role by sending an **up-to-date and tailored CV** with reference and relevance to the job description above. Please also include **an elevator pitch** about yourself (250 words maximum) highlighting how you are the must-see candidate for the position. Please tailor your pitch to best demonstrate how you are right for this specific role.

Send to jobs@morrowcommunications.com quoting reference MC-SCDM

Please also complete the separate equal opportunities monitoring form, quoting reference MC-SCDM, and email to: reception@morrowcommunications.com

Closing date: Monday 3rd March 2025, 12 noon.