

Marketing & Communications Manager, National Business Travel Network

Job Description

The National Business Travel Network (NBTN) is a business-to-business network aimed at large UK corporations. A Department for Transport initiative and part of the ACT on CO2 campaign, NBTN engages with businesses through a series of events, activities and resources to raise awareness of sustainable transport issues. Through national and regional activities the NBTN encourages businesses to reduce CO2 emissions and congestion through the use of travel plans. A travel plan is a range of measures to promote sustainable travel when commuting and during the course of business.

In addition to holding regular events and meetings, the NBTN also produces resources to promote the business case for travel planning, such as publications to support professionals in the field and research to demonstrate the benefits. These resources include guides for employers on certain issues, such as taxation or working with transport operators; the NBTN website; research projects investigating particular areas associated with travel plans; developing case studies and working with the media to promote travel planning to businesses.

This post has responsibility for development of NBTN membership. It involves managing communications and marketing and liaising with key contacts in business and government. It is one of three NBTN staff posts and the postholder reports to and is managed by the NBTN Programme Director.

Responsibilities

Marketing

- To assist in developing the Marketing and Communication Strategy to ensure maximum publicity and communication of NBTN's purpose, membership offer and activities programme to the business community
- To manage the Marketing and Communications Budget in accordance with the strategy and implementation programme
- To manage contracts with appointed consultants and to oversee the design, development and production of marketing materials, working closely with the Programme Director and the Department for Transport's Communications Team
- To assist in developing NBTN's event programme, including national quarterly member meetings, the regional programme and the Annual Conference

Communications

- To seek opportunities to promote travel planning and the NBTN through the media
- To write and edit press releases and articles for newsletters and co-ordinate media activity acting where appropriate as a spokesperson for the network and dealing with press enquiries
- To work closely and develop strong relationships with stakeholders including the Department for Transport, Transport for London, the Highways Agency, ACT Travelwise, CBI, Institute of Directors and other key organisations

Membership Development

- To work with the Programme Director to increase membership of the network and to increase the awareness and uptake of 'Smarter Choices' amongst businesses
- To seek out and make contact with new businesses to raise awareness of NBTN and the benefits of travel planning
- To maintain and build relationships with members of the Network
- To oversee and manage the design, development and content of the NBTN website
- To attend relevant industry events networking with the business community
- To speak and present on relevant topics at conferences and events

Research

- Manage specific projects as agreed with the NBTN Programme Director.

Person specification

Essential

- Excellent written and verbal communication skills
- Excellent interpersonal skills: a team player with an ability to work with a wide range of stakeholders at all levels
- Knowledge and experience of working in the private sector, preferably business to business
- Knowledge and experience in marketing and communications in the business sector
- Experience in managing projects
- Experience of managing external consultants
- A high degree of initiative and self motivation and desire to take on more responsibility and develop the role
- High level of accuracy and attention to detail
- Previous experience dealing with press enquiries
- Good computer skills

Desirable

- Previous experience in behavioural change programmes
- Awareness of travel planning / sustainability issues / Corporate Social Responsibility
- Previous experience in business development
- Marketing qualifications/experience
- Previous experience presenting to large audiences
- Knowledge of environmental and transport issues