



Job Description

Title: Head of Communications and Marketing
Accountable to: Director of Income Generation and Marketing
Direct Reports: Communications and Marketing Manager

Key working relationships:

Internal:
Head of Community & Events, Head of Retail, Director of PM Online, Director of Housing, HR Manager.
External:
Marketing and fundraising colleagues in other charities, Suppliers of services, Network to explore new business opportunities, Supporters & Donors, Research Centres.

Location: Home Based with travel to National office (Leamington Spa) and locations around the UK.

Contract Type: Permanent

Working Hours: Full Time - 35 hours per week

Benefits: 25 days holiday plus bank holidays (pro rata), Pension Scheme, Flexible working arrangements, Birthday leave after 2 years' service, Paid mileage for travel to locations other than base location.

Main purposes of the job:

To reach and support more beneficiaries, we are building a new marketing team – comprising of Director of Income Generation and Marketing, Head of Communications and Marketing and Communications and Marketing Manager to develop and deliver integrated, strategic, and creative marketing campaigns and strategies.

The Head of Communications and Marketing is a new post and will lead on Marketing, communications both internally and externally and campaign management. You will drive forward our plans to increase awareness and drive income growth through supporter recruitment and retention, maximising engagement with and inspiring our loyal supporters, as well as reaching and delighting new audiences across traditional and digital channels.

As a member of the Senior Leadership team, you will lead on setting the overall direction of campaigns for all income generation departments to feed into. You will lead the development of external communications priorities and activities, capturing the essence of our strategic intent, winning the hearts and minds of the public to support Life's cause.

We are looking for an experienced, senior level marketer with a strong track record in overseeing the development and delivery of effective and successful multi- channel

marketing strategies targeted at a range of audiences, with the ability to maximise engagement and acquisition with a small in-house team.

You will embrace digital opportunities, maximise efficiencies and return on investment of our income streams whilst raising the profile of Life.

You will have the ability to facilitate change, deal with uncertainty and optimise opportunities which create flexible, responsive, and agile performance. In doing so, you will find new and engaging ways of sharing our story and how our impact is felt.

You will play a crucial role in supporting Life's growth including through Income Generation, by increasing brand awareness and developing compelling marketing offers for key audiences including cold and warm supporters, referral partners and donors.

Key Responsibilities:

- Using data and marketing insights, develop and oversee the implementation of high-quality, integrated and strategic campaigns to support Life's awareness, understanding, interest, income generation, engagement and growth amongst key audiences. These campaigns will be hard hitting, highlighting a specific predetermined goal with an aim to educate and change the way people think.
- Development of warm appeals that align with the marketing campaigns and encourage our existing supporters to donate and to support our cause.
- Develop an expert knowledge of Life's target audiences for marketing its services to (local authorities, referrers, pregnancy care organisations and community organisations) and devise tailored marketing strategies for different audiences to meet client services objectives.
- Work closely with the Senior Leadership team in developing marketing strategies and activity which specifically support income generation.
- Contribute to the development of KPI's to measure and learn from all marketing activities and provide regular reporting and analysis against these.
- Manage the Marketing and Communications team budget.
- Line management of the Marketing and Communications Manager.
- Ensure that we have a strong digital presence, as the leading voice of the pregnancy care community through ongoing development of our website, social media channels and Search Engine Optimisation (SEO)
- Ensure that our brand and our brand guidelines continue to be embedded, developed and upheld.
- Ensure that the necessary policies, procedures, and systems for successful communications are in place.
- Monitor the external environment to understand latest developments in the Marketing and Communications environment, evaluate their significance, assess their potential for Life and identify new opportunities and innovations that help the Charity achieve its objectives.

- Act as the main representative of Life in the media, at major fundraising events, with community-based supporters and in meetings with high value contacts and corporate partners, to motivate and inspire supporters and to recruit maximum support for the Charities fundraising.

People Management

- Effectively manage the team to maximise motivation, skills, development, and performance of the team members. Ensure that all staff have regular one to ones and are appraised annually and receive timely agreed objectives for the year.
- As part of the appraisal process assess short, medium and long term performance issues and development needs. Identify prioritised plans for team members and coach team members on a wide range of issues.
- Identify team development opportunities to maximise the effectiveness of the income generation teams.
- Ensure volunteers are fully integrated within Income generation and marketing and communication teams and that relevant guidelines policies and procedures for volunteers are developed as required.

Personal responsibilities:

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities

Safeguarding Children & Adults at Risk of Harm:

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

Corporate behaviours:

All staff are expected to:

- Work towards the charity's aims and objectives, and uphold it's vision and mission
- Operate in line with our core workplace values which are:
 - Humanity – All people are special and equal
 - Solidarity – We're with you and for you
 - Community – We're better together
 - Charity – Doing good for one another
 - Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- Focus on the client and customer, both internally and externally, at all times
- Make an active contribution to develop the service
- Learn from, and share experience and knowledge
- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the charity and always maintain professional standards
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all managers and supervisors will be expected to:

- Value and recognise ideas and the contribution of all team members
- Coach individuals to perform to the best of their ability
- Delegate work to develop individuals in their roles and realise their potential
- Provide support, feedback and guidance to all team members and encourage their team to achieve work/personal life balance

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

Post title: Head of Communications and Marketing

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Values & Behaviours		
Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours	✓	
Committed to the vision, mission and values of the charity	✓	
Strategic Ability / Innovation		
Ability to lead individuals and teams to achieve key objectives	✓	
Ability to think creatively and identify business development opportunities	✓	
Excellent networking and communication skills	✓	
Experience / Knowledge / Qualifications		
Member of the Institute of Marketing		✓
Evidence of continuing personal and professional development	✓	
Senior management or practitioner experience in marketing, digital marketing and communications	✓	
An understanding of all key digital and marketing communication channels	✓	
A proven track record of delivering increased brand awareness on or above target.	✓	
Experience of developing both strategic and operating plans.	✓	
High level of financial literacy and analytical skills	✓	
Communication		
Excellent verbal and written communication skills	✓	
Representing the Communications and Marketing team at board meetings	✓	
Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands	✓	
Ability to promote the charity to a wide range of individuals and external contacts	✓	
Personal		
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Dynamic	✓	
Ambitious	✓	

Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Motivated	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	
Ability to negotiate and influence	✓	

Internal Use Only

Approved By: Kerry Smart

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