



Job Description for

Title:	Head of Brand, Communications & Marketing
Accountable to:	Director of Income Generation & Marketing
Responsible for:	Marketing Team, Volunteers
Location: (Leamington Spa)	Home Based with occasional travel to National Office
Contract Type:	Permanent
Working Hours:	Full Time - 35 hours per week, part-time considered
Benefits:	£40,000-£44,000; 25 days holiday plus bank holidays (pro rata), Pension scheme, Flexible working arrangements

About the role

Life has evolved its brand significantly in recent years, but one thing remains unchanged: our unwavering commitment to supporting women throughout their pregnancy journey. – and we recognise that as a society, we can and must do better for pregnant women and young families. We do the real, on the ground, practical work that enables women to explore their circumstances, overcome barriers, and make informed choices should they want to. . We're recruiting for an experienced Head of Brand, Communications and Marketing Manager to steer us in the next stage of our journey. This is an exciting and pivotal role requiring the confidence to launch our brand into the public sphere; where the primary focus will be to maximise both supporter and beneficiary acquisition , significantly increasing our reach, impact and sustainability.

Key Responsibilities

Reporting to the Director of Income Generation & Marketing and managing a small team of two, the Head of Brand, Communications and Marketing will:

- Lead and evolve Life's brand strategy, ensuring clarity, consistency and impact across all channels
- Confidently position and amplify our brand in the public sphere
- Develop and deliver an innovative digital marketing strategy that drives measurable growth
- Oversee the innovation, creation and delivery of campaigns and projects that:
 - Reach and engage women (and others) who need our vital support
 - Develop high-quality leads
 - Increase donations and customer engagement
 - Recruit and retain supporters and volunteers
 - Use insight, data and performance metrics to continuously refine and strengthen marketing effectiveness
- Provide inspiring leadership and development to a small, high-

performing team

- This role requires a strategic thinker with strong execution capability — someone who can combine creativity with commercial awareness, and mission-driven storytelling with measurable results.

Main purposes of the role:

Leading on Strategy

- To lead on the development and implementation of the Life Brand & Communications Strategy, working closely with the Director of Income Generation.
- To ensure the development and implementation of a marketing strategy in conjunction with the team.
- To proactively lead the Marketing & Comms Team to deliver the strategy, to build our influence, brand and grow awareness. To line manage these team members.
- To raise the profile of Life amongst key target audiences - including beneficiaries, families, supporters (fundraising, volunteer, retail), professionals and the general public - developing attractive campaigns, content and engagement opportunities and an annual plan that command media attention and coverage.
- To develop and implement both beneficiary and supporter acquisition strategies, growing our number of beneficiaries and growing our supporter base.
- To develop digital and media uptake, working with key media contacts to shape major fundraising and influencing campaigns, content and build our brand voice.
- Ensure excellent marketing & PR support for services; seeking to strengthen our voice and influence thinking around pregnancy, parenthood, adoption and baby loss.
- To work closely with the leadership team and HR to support internal communications aims helping to drive a culture of innovation and positivity, consistent with our value.
- Media Relations and Public Relations: Manage media inquiries, interviews, and press coverage to ensure consistent and positive representation.
- To lead on Credibility & Reputation Management: Manage issues related to the charity's reputation, working closely with Services, Fundraising, HR, and senior leaders to mitigate risks.

Digital Strategy

- To lead on the development and implementation of the digital strategy.
- Plan and execute Life's digital marketing, including SEO, SEM, content and inbound marketing, email, social media, video, campaigns, and digital advertising (e.g. social paid advertising, PPC advertising) in collaboration with the wider Marketing Team, to increase Life's digital footprint, deliver professional marketing standards, and drive Life's growth in beneficiary acquisition, income generation, and supporter acquisition.

- Create effective user funnels and optimise conversion rates (such as through AB testing), tracking user behaviour in order to refine processes.
- Deliver excellent copywriting across digital channels.
- Manage or help manage marketing communications campaigns to achieve campaign objectives.
- With the Marketing Team, be a guardian of the Life brand, ensuring correct, consistent, integrated, and effective use of our branding, tone of voice, and house style internally and externally.
- Ensure all digital information is accurate, up to date, and relevant.
- Deliver excellent graphic design, such as in different digital campaigns, emails, social media posts, digital collateral, and print collateral as required.

Website

- Help manage and develop the website, including conversion rate optimisation, landing page optimisation, user journey optimisation, ensuring imagery and videos are correct, traffic generation through excellent SEO and content, and analytics.

Social media

- Create and deliver a social media plan that aligns with and enhances the effectiveness of Life's overall marketing strategy.
- Create engaging social media content and schedule the delivery of this content.
- Set up and optimise social paid advertising.
- Monitor social media communications and respond in a timely and appropriate manner.

Testing and analytics

- Identify competitor tactics, market trends, and new opportunities and challenges.
- Use data to gain audience insight, to increase conversion rates and achieve excellent stakeholder experience.
- Measure and report performance of all digital marketing activities and assess against goals / KPIs.

Other

- Any other duties commensurate with the level of position and grade.

Key achievement areas:

- Communications Strategy and Leadership: Develop and execute a brand & communications strategy and annual plan to significantly enhance our visibility and reputation within the community and beyond, aligning with the charity's objectives and identity.

- **Internal Communications:** Lead internal communication efforts to inform and engage employees on the charity's vision, strategy, culture and key initiatives, ensuring a confident and positive representation of the charity that is in line with our brand and language used from all internal stakeholders.
- **Content and Messaging Development:** Oversee the creation of compelling content across various platforms to reach key audiences, ensuring all messaging aligns with the charity's core values and tone of voice, with a particular emphasis on digital communication development including social media and website content.
- **Stakeholder Engagement:** Develop and maintain relationships with external stakeholders, including sector partners, community organisations, and statutory bodies.
- **Oversee the development of brand guidelines, Case for Support and other language documents:** Ensure brand is adopted and consistent across all communications, collaborating with internal teams to align efforts with organisational goals.
- **Budget Management:** Oversee the department's budget, ensuring efficient use of resources.

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.

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 beneficiary 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

Charitable Ethic & Fundraising:

Life relies on voluntary income to deliver our vital services. As a result, all staff and volunteers are required to have a charitable ethic, ensuring we are careful with our donor's funds and representing the best value for money in everything we do. This includes being an ambassador for fundraising, retail and marketing when we represent Life in each of our roles; looking for funding opportunities to pass onto the income generation team as well as taking a personal interest in supporting income generation for Life.

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 Brand, Communications & 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	✓	
Leadership		
Ability to lead a Brand, Communications and Marketing Team in delivering the required strategic aims and everyday requirements of the department	✓	
Business Management / Service Delivery		
Knowledge of the methodology of how to raise the profile of an organisation amongst key target audiences	✓	
Experience of building influence, brand and awareness	✓	
Experience of leading an organisation through a brand and profile change		✓
Experience of leading on Credibility & Reputation Management, including Crisis Communications	✓	
Experience of leading on Media Relations and Public Relations		✓
Experience in horizon scanning for new products/ideas/developments within digital marketing		✓
Extensive experience of designing, delivering and reporting on digital marketing and communication activities.	✓	
A thorough understanding of GDPR, ICO and other relevant regulations	✓	
Strategic Ability / Innovation		
Experience of development and implementation of a brand and communications strategy	✓	
Experience of managing the development and implementation of a marketing strategy	✓	
Experience in creating and delivering a digital marketing and communications strategy	✓	
Experience in horizon scanning for new products/ideas/developments within digital marketing	✓	

Experience / Knowledge / Qualifications		
At least 5 years of experience in digital marketing and communications, and able to demonstrate relevant professional experience within the charity sector.	✓	
Proven experience of creating and monitoring budgets	✓	
Communication		
Strong verbal and written communication skills	✓	
Communicates effectively and openly at all levels	✓	
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	✓	
Ability to work with people at all levels	✓	
Positive outlook and approachable personality	✓	
Ability to work on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Ability to prioritise workload and plan time	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	

Internal Use Only

Approved By:

Issue No:

Approved Date:

Review Date: