



## Head of Marketing and Communications

For an informal and confidential discussion about the role, please contact our recruitment partner:

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Application is by way of a CV and a Supporting Statement.

### How to apply

Application is by way of CV and a Supporting Statement.

**Closing date: Monday 19<sup>th</sup> April 2021**

### Selection and timescales:

There is a two stage selection process.

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

### Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

**Job description**

<b>SECTION A – GENERAL INFORMATION</b>	
<b>Job Title</b>	<i>Head of Marketing and Communications</i>
<b>Department</b>	<i>Marketing and Communications Department</i>
<b>Location</b>	<i>Camden, London</i>
<b>Duration (if applicable)</b>	<i>One year fixed term contract initially</i>
<b>Working arrangements</b>	<i>Part time (21 hours per week)</i>
<b>Responsible for:</b>	<i>Celebrity Manager, Digital Communications Manager, Digital/PR Officer, and others TBC.</i>
<b>Accountable to:</b>	<i>Chief Executive</i>
<b>Work closely with:</b>	<i>Fundraising Team, Programmes Team, Regional offices, Trustees and Committee Members.</i>

## SECTION B – ROLE

### Summary of Role

The Head of Marketing and Communications will lead a team that devises multichannel communications and supporter journey marketing campaigns. This will support the organisation's objectives to raise awareness of our work, build our digital communities and help drive income generation through targeted engagement activity. The post holder will work closely with teams across the organisation ensuring that our marketing and communications needs are met, and that we become known as a UK wide organisation which delivers innovative, engaging, and effective campaigns and communications initiatives.

### Areas of Responsibility

*(This section is divided into core functions and specific functions).*

**Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.**

### Key Aims

- To develop and lead the implementation of the organisation wide marketing and communications strategy, fully leveraging all marketing channels to achieve objectives aligned to specific organisational goal priorities.
- To work collaboratively with all teams across the Charity to develop propositions, and deliver audience-led marketing and engagement strategies and campaigns in support of the overall organisational strategic plan.
- To work closely with fundraising colleagues to develop, deliver and evaluate a schedule of donor acquisition and retention campaigns, and to identify engagement opportunities across all marketing channels.
- To be the creative lead on the development of all on and off-line marketing materials.
- To provide on and off-line marketing and communication expertise, leadership, and support across the Charity.
- To design and implement evaluation and monitoring processes to evaluate campaign outcomes against brand and organisation wide objectives, including producing reports for the leadership team and board of trustees.
- To lead on audience/market research and analysis, and brand/campaign tracking activity ensuring that recommendations are shared and acted on internally.
- To ensure consistent messaging and integration of all marketing and communications assets and channels, and to act as the brand guardian across the organisation.

### KEY RESPONSIBILITIES AND DELIVERABLES

#### Digital marketing and social media

- To lead the development and oversee the implementation of our organisation wide digital marketing and social media strategy. To ensure that our digital platforms provide the best possible user experience to maximise our success in building our digital community, supporting our partners, and running successful campaigns.

- To support the Digital Communications Manager to keep on top of Third Sector and wider societal trends, and to lead the strategic direction of our social media channel development.
- To ensure that we continuously expand our social media presence, leading the team to source and share newsworthy and engaging information about the impact of our work, our partnership activities/fundraising events, and our key communication priorities.
- To analyse and evaluate reports relating to social media and digital activity across all channels and use these to inform future activity and maximise our reach.
- To lead on the development of our overarching media plan and buying strategy, to maximise campaign awareness success and deliver against metrics.

#### **Supporter Engagement**

- To work alongside fundraising colleagues to identify supporter stewardship needs and opportunities and ensure these are met through creative and integrated marketing and communications solutions including Dotmailer/Mailchimp, newsletters, engagement opportunities, creative collateral.
- Working with Variety's CRM (MS Dynamics NAV) to ensure that it is used and maximised as a marketing and analytical tool.
- Working closely/alongside fundraising colleagues to collaborate on/amplify fundraising opportunities to attract new audiences/supporters.
- To lead the Marketing and Communications team. To also work alongside and in collaboration with fundraising colleagues to develop an integrated annual fundraising communications programme and implementation schedule, building in the flexibility to respond to changing priorities, analytical evidence, and new opportunities.
- To attend meetings with our supporting partners, event committees and other key stakeholder meetings as appropriate.

#### **Media**

- To work alongside the Head of Fundraising and the wider Variety team, to proactively build external relationships with individuals in the media and digital communications (including digital influencers), with the goal to create a network of contacts who will lend support, advise and help direct developments.
- To ensure the continued growth of a strong media function including press, broadcast, and social media to support the organisation campaigns, messages, and our organisation wide marketing plans.
- To keep up to date on best practice within the charity sector generally, and particularly changes to communications and information management innovation, legislation, and codes of practice.

- To provide strategic consultation/advise on key communications issues affecting the Charity – including risk management and dealing with any adverse press etc.
- To lead and influence the organisation to generate influential and relevant media coverage of the Charity and its activities among key target audiences.
- To ensure we develop broader media opportunities to encompass the broad width of Variety's influence and reach across the services it provides.
- Working with the Digital Communications Manager/ Digital and PR Officer/PR agency to identify regional opportunities and deliver high quality, impactful media coverage and high-profile regional PR campaigns.
- To support activity aligned to our ambassadors, and ensure all communications opportunities linked to their involvement with Variety are maximised.

#### **Internal communications and best practice**

- To develop and support an organisational culture that encourages all colleagues to support media/communications activity.
- To provide advice to cross organisation teams/colleagues ensuring brand guidelines are adhered to.
- To oversee the internal communications strategy and maintain effective internal communications to ensure that team members, SMT and other key stakeholders across the Charity are kept informed.

#### **Team Leadership**

- To directly line manage all members of the Marketing and Communications Team.

#### **General Responsibilities**

- To have overall responsibility for the development and management of the Marketing and Communications budget.
- To develop and manage relationships with agencies and freelancers to deliver brand campaigns, and meet objectives within agreed time frames.
- To participate proactively in general staff, SMT, Board meetings, or other meetings as maybe required.
- To build and maintain effective relationships and contribute to the sharing of knowledge and experience, and the development of Variety and its profile.
- To represent the organisation professionally and positively always.
- It is the responsibility of employees to apply Variety's Equal Opportunities Policy and the Health & Safety Policy in their own area of responsibility, and in their general conduct.

#### **Other Requirements**

	<ul style="list-style-type: none"> <li>You may, with reasonable notice, be required to work at any of Variety sites.</li> </ul>
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## Person Specification

SECTION C – PERSON SPECIFICATION	
<b>Essential Knowledge, Skills and Experience</b>	<ul style="list-style-type: none"> <li>The successful candidate will have demonstrable marketing and communications experience.</li> <li>Experience of managing a team with proven experience of leading and developing highly resourceful and results-oriented teams focusing on outcomes and impact.</li> <li>Experience of developing and leading the implementation of a cross organisation marketing and communications strategy.</li> <li>Digital marketing experience with an understanding of Google analytics, SEO and PPC advertising, including use of CRM systems and social media platforms.</li> <li>Proven experience of driving strategic communications and marketing programmes, providing valuable counsel, advice, and appropriate pushback.</li> <li>Highly developed verbal, written and presentation skills. Creative, persuasive, and diplomatic when presenting ideas.</li> <li>Proven experience of building and maintaining positive relationships with key stakeholders.</li> <li>Excellent writing abilities with experience of writing and designing for a variety of audiences.</li> <li>Strong organisational and project management skills with a focus on planning, setting priorities, managing process, and delivering results under tight time constraints.</li> <li>A strong team player, who thrives in a collaborative setting and works well within a busy environment.</li> <li>An understanding of operational research.</li> <li>Enthusiastic, creative, and resourceful self-starter willing to take initiative with confidence.</li> <li>Excellent problem-solving and decision-making judgment.</li> <li>Understanding of diversity and equality issues.</li> </ul>
<b>Desirable Knowledge, Skills and Experience</b>	<ul style="list-style-type: none"> <li>Academic study, professional development and/or professional memberships relevant to the role.</li> <li>Technology savvy. Able to harness new media effectively with a keen understanding of all types of media/channels/marketing vehicles that will engage our diverse audiences.</li> </ul>

Variety, the Children’s Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex marital status, sexual orientation, gender reassignment, age, or disability. It is the responsibility of employees to apply Variety’s Equal Opportunities and Health and Safety Policies in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety’s major events and will be expected to work together with the Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.