

Job description Head of Marketing

Report to Director of Fundraising & Communications

Job Summary

To lead and manage the marketing team to maximise awareness of the Trust across digital and non-digital marketing channels, positively influencing public understanding of our work and promote the fundraising interests of the Trust.

Key Responsibilities

- Maximise opportunities to create positive mass impact regarding the work and objectives of the charity.
- Work with other members of the Fundraising and Management teams to encourage collaborative team practices maximising the marketing value across the team and the organisation.
- To strategically lead and manage press and public relations activities, horizon scanning for potential threats and issues and being the first point of contact for all media enquiries.
- Evaluate digital and traditional media opportunities to ensure that resources are utilised where they will achieve maximum value for the trust.
- Support and guide the team to ensure the quality of external media work helping ensure the quality of press releases and website copy, identifying new media channels.
- Line management of the marketing team.
- Work with the team to ensure availability of a rolling Communications / PR plan to include the production of publications, fundraising collateral, plus digital and web activity.
- Drive the charity's use of social media including identifying, developing and promoting new communications and marketing tools.
- Develop a range of key messaging, tone of voice and brand guidelines to ensure continuity and impact of external communications.
- Champion digital transformation across the organisation.

Key Tasks

- Oversee the production of marketing information, content and other promotional tools ensuring that the public image of the Trust is maintained and enhanced
- Oversee the management of the website to ensure all content is current, engaging, written in a web friendly format and optimised for search engines
- To work with colleagues to identify key campaigning opportunities for NH

- Develop and deliver a programme of media activities.
- Develop and maintain a policy for dealing with media enquiries, interacting directly with media as required, researching and engaging new or special interest media as appropriate.
- Manage publicity for key events, liaising with media, obtaining celebrity support, and attending events as appropriate.
- Promote fundraising stories and initiatives in appropriate targeted press including focussing on locations and income types.
- Manage and extend the Trust's network of influencers and media contacts ensuring the highest standards of communication are maintained at all times
- Working collaboratively across teams, provide advice and guidance to management and staff with regards to media issues and effective media planning
- To represent the Trust - where appropriate - as a media spokesperson and speaker at events
- Maintain accurate records and provide regular management reports as required demonstrating the impact of PR and Communications initiatives, including representing Marketing and Communications at Fundraising, Retail and Marketing Board (FRAM) sub-committee.
- Work closely with the marketing team and other Naomi House colleagues to ensure that fundraising campaigns involving PR activity are developed and managed in a timely and effective way
- To identify celebrities and coordinate our relationships with celebrities for PR activity
- Oversee management of the Trust's photographer and Trust photo, video and graphics library
- Work collaboratively with Care colleagues, service users and families to create appropriate case studies for promotional purposes
- To deliver timely and targeted communications in line with relevant legislation and best practice guidance such as PECR, GDPR and the Code of Fundraising Practice
- To conduct market and donor research to provide colleagues with accurate insight into competition, target audiences and market trends.

Skills and Experience

- Proven media/PR/communications experience;
- Evidence of successful placement of news stories
- Understanding and experience of marketing concepts and of how to construct PR materials;
- Knowledge and practical usage of social media;
- Excellent time management and project management skills;
- Ability to work well under pressure and to multi-task
- Proven ability to work and manage a small team and to work alongside others.
- Positive and proactive approach to problem solving
- Ability to empathise with people at in highly sensitive situations

This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising and Communications.