



<b>Job Title</b>	<b>Director of Commercial Marketing</b>
<b>Department</b>	<b>Supporting Britain's Bravest</b>
<b>Location</b>	<b>Aylesford, Kent</b>
<b>Reporting To</b>	<b>Chief Executive</b>
<b>Direct Reports</b>	<b>Head of Marketing and Head of Retail</b>
<b>Role Type</b>	<b>Director - member of SLT</b>

### Principle Objective

RBLI charity is looking for a commercially driven CMD to push forward exciting national retail partnerships (digital and offline), new campaigns, and licensing potential. This role is also responsible for taking the Tommy Brand to the next level. The newly created role will suit an experienced CMD, with a demonstrable track record increasing the value of their brands through high-level partnership.

The right candidate should live and breathe the organisation, have real belief in RBLI's mission and objectives.

Primary responsibility is to facilitate revenue generation, increasing sales by successful marketing through market research, product and digital marketing, marketing comms, advertising and public relations.

RBLI's Tommy Brand is outstanding; resonating with the British public in profound ways. The Tommy brand and Tommy product range are bringing customers ever closer to the charity and its direct support for disadvantaged Armed Forces veterans. The person in this newly created role will realise the true potential, meeting ambitious targets for growth. The successful candidate will have the opportunity to drive and lead an exciting mix of existing and new corporate partnerships, online retail, and Tommy events making a long lasting difference to the charity and its work.

Raise the charity profile through effective marketing and PR strategies. Represent the organisation at media and public events. Direct, lead, inspire and motivate your teams to deliver to budget and provide high-quality internal marketing services.

### Your Key Responsibilities

#### **Marketing and Retail**

- Develop and implement marketing, retail, public relations and promotional strategies that support the achievement of the organisation's aims and objectives, raising the organisation's profile locally, nationally and digitally.
- Oversee all media and press activity in line with organisation's strategy, principles, values and beliefs.
- Implement the organisation's e-commerce strategy, taking responsibility for overseeing and continually improving the organisation's website and online shop and maximising income.
- Lead and manage team to deliver a quality and efficient internal marketing service to internal customers

- Strategically plan, organise and oversee the effective operation of the marketing function to align with RBLI campaigns

### **Leadership and Culture**

- Promote a highly visible leadership profile to managers and staff that incorporates our commitment to equality of opportunity, diversity, professionalism and quality standards
- Maintain an effective system of internal communications across the divisions, that ensures key information can be cascaded to staff effectively
- Ensure that business objectives are clearly understood across the organisation and that divisional and marketing activities effectively support their achievement
- Ensure that staff development and training is provided for all staff and that IIP principles are embedded across the division
- Establish an effective methodology for managing performance of staff in order to support the achievement of business objectives
- Develop open and honest culture throughout area of responsibility promoting 'a great place to work' environment

### **Finance**

- Effectively measure financial performance and lead appropriate actions to achieve agreed performance targets
- Maintain a close awareness of costs, supplier networks and activity levels
- Provide monthly performance reports to the Chief Executive outlining achievements or shortfalls and actions for improvement where appropriate
- Prepare effective and realistic budgets and periodic forecasts in conjunction with divisional and corporate management teams and review these regularly

### **People Management**

- Undertake all HR related activity and processes as requested by the HR Department and SMT including but not limited to line management of your direct reports, absence management, performance management, investigations, disciplinary and grievance hearings and annual appraisals.
- Undertake recruitment as and when necessary in order to ensure that a balanced, skilled and flexible workforce is maintained now and in the future.
- Ensure that training needs are assessed, implemented and monitored for all team members where appropriate
- Implement Investors in People in the division as part of a Company-wide initiative.
- Ensure a safe working environment for all employees, providing training as appropriate and health and safety measures as required in order to comply with legislative requirements.
- Promote good data protection and information security principles within your team

### **General**

- Ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal stipulations, RBLI's governance framework, environmental policies and general duty of care across all areas of responsibility
- Establish effective and productive relationships with all members of the Senior Management Team in order to deliver business excellence
- Encourage partnership working and cooperation with all colleagues and support functions, including Finance, HR, Business Systems and Property Services

### **Data Protection**

- Support the overall strategic direction of data protection and information security in RBLI, by enabling the implementation of compliance, training and best practice.

### **Personal Attributes**

- Leader and motivator
- Strategic thinker
- Engaging and excellent communicator
- Commercially and financially astute
- Decision maker
- Innovative
- Team player
- Influencer at all levels
- Skilled negotiator
- Passionate, highly driven and self aware
- Flexible

### **Working Environment**

- Office based
- Regional travel with limited international travel

<b>ESSENTIAL REQUIREMENTS</b>	<b>DESIRABLE REQUIREMENTS</b>
<ul style="list-style-type: none"><li>• Experience of working across the earned, owned and paid for space.</li><li>• Minimum of 12 years experience.</li><li>• Commercially minded with budget management experience at director level.</li><li>• Experience of managing teams, agencies and c-suite stakeholders internally and across partner organisations.</li><li>• Excellent written and verbal communications skills.</li><li>• Demonstrative experience of working closely with, or as part of, a fundraising or commercial team in the private sector.</li><li>• Excellent understanding of how to shape and deliver a successful campaign.</li><li>• Proven ability to increase the value of brands, especially through high-value partnerships</li><li>• Evidenced track record securing retail partnerships (offline and digital), driving loyalty and membership schemes, and growing brands through licensing.</li></ul>	<ul style="list-style-type: none"><li>• Entrepreneurial impact (innovation, job creation, self-starter)</li><li>• Degree in Marketing or related field</li><li>• Knowledge and appreciation of the work of the Armed Forces would be desirable</li><li>• Experience of shaping policy, perhaps public affairs.</li></ul>

<ul style="list-style-type: none"> <li>• Proven experience to develop brand marketing and national campaigns which resonate with the British public</li> <li>• Strong commercial understanding, analytical skills, strategic thinking and creativity</li> <li>• Genuine passion for customer and digital audiences and communities</li> <li>• Data-driven thinking and planning</li> <li>• Evidence of audience understanding in relation to the marketing mix</li> <li>• Ability to monitor competitor activity, consumer reactions, and product distribution</li> <li>• Experience establishing pricing parameters and strategies</li> </ul>	
<p>Note: This job role requires a completed DBS check before the candidate starts. The level of check required for this role is Basic.</p>	

**Note: This job description is a general guide to the above role and is not indicative of all the activities and functions of the jobholder which may vary from time to time according to the needs of the business and as instructed by the nominated Line Manager.**

**Signature:** .....

**, Job Holder**

**Signature** .....

**Lisa Farmer, Chief Executive**

**Date:** .....

**Date:** .....