



Role Specification

Director of Engagement, Communications & Income

Reports to: Chief Executive

Direct reports: Assistant Director of Communications & Digital
Assistant Director of Development

Purpose of the Role

A Director-level role with a national remit and a key member of the Executive Team, responsible for providing strategic leadership across income generation, service development, marketing, communications, policy and external engagement.

The postholder will play a pivotal role in strengthening organisational sustainability by securing diverse and sustainable income streams, driving business growth, and elevating Brook's profile with corporates, funders, policymakers and key stakeholders.

The role will contribute significantly to the delivery of the organisation's strategic priorities and annual business plan, ensuring long-term financial resilience, increased impact, and a strong, visible external presence.

Key Responsibilities

A. Income Generation

- Develop and deliver a comprehensive income generation strategy aligned to Brook's strategic and operational priorities
- Increase and diversify income, with a particular focus on unrestricted funding to enable innovation and growth
- Provide strategic leadership for the development and submission of high-value, complex bids to trusts, foundations, statutory bodies and other funding sources which may involve multiple partners

- Oversee and quality assure grant applications and funding proposals
- Identify, secure and develop strategic corporate partnerships that align with organisational priorities
- Build and maintain high-value relationships with funders, donors and corporate partners
- Lead on major donor and individual giving strategies including campaigns to grow supporter engagement and income
- Negotiate commercial contracts and partnership agreements to maximise value and minimise risk
- Ensure robust systems for funder stewardship, monitoring, compliance and reporting
- Maximise opportunities for community fundraising and consultancy income
- Keep up to date with charitable funding trends, innovations and opportunities, advising the Executive Team on implications
- Report regularly to Risk, Finance & Audit governance committee on income and service development performance, financial risks and projections

B. Service Development

- Provide strategic leadership for service development and growth, ensuring alignment with organisational strategy and geographical priorities
- Oversee the identification, development and submission of tenders for commissioned services
- Support the AD of Development to manage complex tenders as prime or sub-contractor involving multiple partners
- Ensure all bids and tenders are financially robust, risk-assessed and deliverable, discussing potential risks with the CEO and RFAC if required



- Work closely with the Chief Executive and Executive Team on strategic growth opportunities
- Develop and strengthen partnerships to support joint bids and service expansion
- Oversee complex, multi-partner tenders and ensure effective coordination and submission
- Support the development of innovative service models that respond to emerging needs and commissioning priorities

C. Communications & Policy

- Provide strategic leadership and oversight of communications, marketing and brand activity
- Ensure communications effectively position the organisation to attract funders, donors, corporate partners and stakeholders
- Oversee the development of compelling campaigns that drive engagement, influence and income generation
- Demonstrate the impact of Brook's communications work on engaging communities experiencing barriers or with access needs
- Oversee a social media strategy, ensuring proactive and reactive opportunities enhance organisational profile while managing reputational risk
- Ensure a high-impact digital and social media presence that engages key defined audiences
- Support the AD of Communications & Digital to lead the delivery of digital projects and tools, identifying new opportunities for development
- Set and maintain standards for tone of voice, messaging and organisational publications
- Oversee internal communications to strengthen culture, engagement and alignment

- Lead the development of strategic partnerships across the third sector, with subject experts and beyond
- Oversee the planning and delivery of high-profile external events
- Support the development and recruitment of influencers, ambassadors and advocates
- Provide oversight of policy development ensuring clear, evidence-based positions on a range of issues aligned to Brook's priorities
- Increase public, media and political profile at regional and national levels
- Identify and escalate reputational risks to the Chief/Deputy Chief Executives

D. External Engagement and Profile Raising

- Lead the organisation's external engagement strategy to enhance profile, influence and reach
- Build and maintain high-level networks with corporates, funders, investors and key stakeholders
- Identify and progress strategic partnership and growth opportunities, including undertaking due diligence where required
- Secure social investment and alternative financing to support organisational development, and maintain relationships with Investment Leads
- Represent Brook at senior external forums, promoting its work and impact
- Position Brook as a leader within its field through thought leadership, sharing of best practice and sector engagement

E. Leadership, Planning and Resource Management

- Contribute to overall organisational leadership, strategy and decision-making as a member of the Executive Team



- Ensure relevant policies and practices are robust, compliant and responsive to change
- Lead, motivate and develop staff, working within Brook's policies, to embed a high-performance, inclusive and values-driven culture
- Drive continuous improvement, innovation and excellence across all areas of responsibility
- Contribute to succession planning, workforce development and leadership skills development
- Develop and utilise market intelligence to inform strategic growth, keeping up to date with trends and developments which may impact Brook's work
- Manage and monitor budgets, ensuring effective financial planning, forecasting and monitoring
- Provide regular performance updates to the Executive Team and Board as required
- Ensure all activity operates within Brook's systems, policies and governance frameworks

NB: This job description outlines the key responsibilities and requirements. It is not an exhaustive list of tasks and may evolve in line with organisational needs.

Brook is committed to equality, diversity and inclusion and staff are expected to actively champion these principles in their work

From time to time, undertake other duties that are consistent with your role and level of responsibility.

This job description and person specification may be subject to review from time to time in consultation with the postholder.

Person Specification

The successful applicant will have the following:

Experience

- Significant senior leadership experience, ideally at director level
- Experience of managing staff, setting objectives and monitoring performance
- A strong track record of securing income from diverse sources including corporates, trusts and donors
- Extensive experience in communications, brand development and stakeholder engagement
- Strong commercial acumen and experience of negotiating complex tenders/funding agreements
- Substantial experience of working collaboratively with a range of internal and external stakeholders

Skills and Abilities

- Outstanding leadership, influencing and relationship-building skills
- Ability to operate strategically while delivering operational results
- Excellent communication skills at all levels both written and verbal including confident presentation skills
- Ability to build relationships at all levels and good negotiation skills
- Highly developed networking and stakeholder engagement skills
- Ability to efficiently manage a complex and busy workload with conflicting priorities
- Outstanding ability to represent an organisation and promote core brand messages

Knowledge

- Good understanding of fundraising, income generation and income diversification
- Knowledge of sexual health/mental health policy and the political environment
- Knowledge of the charitable funding landscape and public sector commissioning environment
- Knowledge of performance management practices and leadership styles
- Practical knowledge of a broad range of communications activities including websites, publications, marketing, social media and events
- Knowledge of strategic and business planning

Education and Training

- Degree level or equivalent
- Commitment to continuous personal development

Other requirements

- Willingness to take accountability for own actions
- Commitment to work within Brook's policies in an inclusive, open and transparent style
- A strong commitment to Brook's mission, strategic plans and impact
- A strong commitment to Brook's values and the communities with which it works