

CAREERS AT TLG

**TLG** transforming  
lives for good

A close-up portrait of a young girl with long, dark brown hair and freckles. She is wearing a light grey t-shirt and has a gentle smile. The background is a soft, out-of-focus mix of green and blue tones.

**Director of Marketing,  
Communications & Advocacy**



# we are **transforming lives for good**

**Transforming Lives for Good (TLG)** is a national charity that helps churches to bring hope and a future for struggling children. That means getting alongside struggling children, providing practical support in and out of school and connecting with home to bring hope and a future.

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. Nationally, the latest statistics show that:

- Children living in poverty are 4 times more likely to get a permanent exclusion from school
- More than two thirds of the current prison population were excluded from school
- One in six 16-24 year old 'NEETs' (those not in Education, Employment or Training) die within ten years of falling out of the system
- 1.5 million children are entitled to free school meals in the UK

## **But there is hope.**

It comes through the local church making a real difference in their community. TLG is passionate about bringing a practical approach that goes way beyond education and works to build strong connections between local churches, families and schools. At TLG, we have a big vision to make the difference in as many children and families lives as possible. We are transforming lives for good!



# TLG's culture & values

At TLG, our work is our vocation, giving us a rich sense of purpose. We also believe work can be a great experience and enable people to grow into their full potential. In fact, we are recognised nationally as an exceptional place to work. In 2019, we were named the best charity to work for in the UK by the prestigious Sunday Times Best Organisations to Work for.

This special award highlights all the positives about working at TLG! We love to look after our team and here are some of the great benefits we offer:

- Fun team times away
- Retreat days for staff
- Generous holidays and flexible working arrangements
- Above and beyond recognition for high-performing staff
- Support for staff with counselling and coaching
- Contributions towards training and professional qualifications.

## Our Values

Holding to these values is vital in all aspects of our growth.

- **Greater Transformation:**  
Relentlessly focussed on the main thing (TLG's mission and vision), energised by the challenge, and deliberately missional.
- **Relational Leadership**  
Bringing out the 'gold' in others, 'leaning in' when it's relationally tough, and humble yet courageous
- **Local Church**  
Celebrating the Church, grace and patience in partnership, and rooted in the local church community
- **Excellence Every Day**  
Joyfully exceeding expectations, learning from failure, and knowing uncertainty doesn't throw us
- **Vibrant Faith**  
Nurturing our own walk with God, following Jesus together even when it's tough, and realising work is mission – so much more than a job



# Director of Marketing, Communications & Advocacy

<b>Location:</b>	Hybrid National Support Centre – West Yorkshire
<b>Salary:</b>	£63,434
<b>Hours:</b>	37.5 hrs per week
<b>Reporting to:</b>	Director of Fundraising
<b>Contract:</b>	Permanent

## Job Role:

The Director of Marketing, Comms and Advocacy is a key leadership role responsible for overseeing and managing all aspects of an organisation's marketing and communications strategy. This position requires a dynamic individual with excellent communication skills, strategic thinking, and the ability to lead a department, different projects and influence across the organisation. As a Director, you will be part of the Core Team and involved in the wider leadership of the charity.

We are looking for a strong leader with excellent interpersonal and relational skills, who enjoys exceeding expectations and delivering great results. They must be highly driven, proactive, strategic and enjoy inspiring others to join a vision through excellent marketing and communication strategies and initiatives.

You will be part of a team that campaigns and communicates the work of TLG through a variety of channels and will champion brand awareness, creativity and consistency throughout the charity. They will also have a passion for diversity and inclusion in not only the way we position our communications but also in our approach to advocating on behalf of struggling children. At the crux of this role is a desire to enable TLG's audiences to understand more fully the barriers that struggling children face and ensure their voices and experiences to come to the fore in all that we're doing.

The post-holder will be an excellent marketing lead and engaging communicator that is excited to make a significant difference for struggling children. They will be passionate about telling the TLG story and engaging new and existing stakeholders by raising awareness of the issues that children are facing in the UK today. As a growing charity, we are focused on becoming a household name in order to make substantial difference for struggling children across the country.

## Job Tasks:

### Marketing & Communications Leadership

- Lead a department to develop and implement marketing, communication and advocacy strategies: Create comprehensive communication plans that align with the organization's goals and objectives. This includes internal and external communications, public relations, and media outreach.
- PR - Manage media relations: Cultivate and maintain relationships to ensure positive coverage of the organisation. Prepare press releases, media kits, and coordinate interviews.
- Oversee content creation: Supervise the creation of various communication materials, such as newsletters, blog posts, social media content, and annual reports. Ensure that all content is consistent with the organization's brand and messaging.
- Crisis communication: Develop and implement crisis communication plans to effectively manage and mitigate potential negative publicity. Serve as the primary spokesperson during times of crisis.
- Internal communications: Foster effective communication within the organization by developing and distributing internal newsletters, memos, and other communication tools. Ensure that employees are well-informed and engaged.
- Budget management: Develop and manage the communications budget, ensuring that all projects are completed within the allocated resources.
- Stakeholder engagement: Collaborate with various stakeholders, including partners, sponsors, and community leaders, to build and maintain positive relationships.

### Strategic Planning

- Develop and implement comprehensive marketing strategies that align with the organization's overall business objectives.
- Lead the department by setting clear goals, providing guidance, and fostering collaborative work environment.
- Monitor market trends, competitive activities, and customer needs to identify opportunities for growth and innovation.
- Collaborate with senior management to ensure marketing initiatives are integrated with other business functions.

### Brand Management

- Oversee the development and execution of brand positioning and messaging across all marketing channels.
- Monitor and analyse brand performance metrics to measure the effectiveness of marketing campaigns.

### **Digital Marketing and Social Media**

- Develop and execute digital marketing strategies to enhance online presence and drive traffic to the company's website and social media platforms.
- Oversee the creation and distribution of content across various digital channels, including social media, email marketing, and the company website.
- Utilise data analytics tools to measure the effectiveness of digital marketing campaigns and make data-driven decisions for optimization.
- Stay up-to-date with emerging digital marketing trends and technologies to ensure the company remains competitive in the digital landscape.

### **Market Research and Analysis**

- Conduct market research to identify customer needs, preferences, and behaviours
- Analyse market trends and competitive activities to inform marketing strategies and identify opportunities for growth.
- Develop and maintain a deep understanding of the target audience and market segments.

### **Advocacy, Inclusion & children's voices**

- Develop and execute advocacy plans that align with the mission and strategy
- Line manage TLG's Head of Inclusion & advocate and champion their remit across the organisation. This includes a particular focus on spotting opportunities for comms & advocacy within TLG's inclusion work and ensuring that TLG authentically embeds all aspects of inclusion into our practices both internally and externally.
- Work with the Head of Inclusion to consider how we can amplify the voices and experiences of struggling children within our work both internally and externally.
- Work closely with senior leadership to identify advocacy priorities and set clear, achievable objectives
- Monitor and analyse policy developments, legislative activities, and regulatory changes that impact the organization's areas of interest.

### **Additional Responsibilities:**

- Be prepared and willing to represent TLG at external events, including Christian exhibitions and festival, church talks, Fundraising Dinners etc.
- Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.
- Attend TLG's Staff Conference twice a year. This includes active participation in corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG programmes.
- Take on additional responsibilities for tasks as your role develops

# PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> <li>• Good general standard of education including as a minimum English and Mathematics GCSE at grade A*-C or equivalent.</li> <li>• Education: Bachelor's degree in communications, public relations, marketing, or a related field. A master's degree is preferred.</li> <li>• Experience: Minimum of 7-10 years (with some in a leadership role) of experience in communications, public relations, or a related field. Proven track record of developing and implementing successful marketing and communication strategies.</li> </ul>	
SKILLS & KNOWLEDGE	<ul style="list-style-type: none"> <li>• Excellent knowledge of marketing and communication tools and skills as they relate to supporting and driving fundraising activity, including audience segmentation, messaging to drive engagement, and use of digital platforms.</li> <li>• Enjoy setting targets and working in a target driven environment.</li> <li>• Ability to simultaneously balance attention to detail and top-level strategy.</li> <li>• Ability to apply creativity and initiative to your work.</li> <li>• Working knowledge of Microsoft Office applications and wider CRM tools</li> <li>• Creative and innovative thinking.</li> <li>• Strong understanding of digital marketing, including social media, email marketing, SEO, and PPC.</li> </ul>	<ul style="list-style-type: none"> <li>• Master's degree in Marketing, communications, public relations, or a related field.</li> <li>• Experience working in a similar industry.</li> </ul>
EXPERIENCE	<ul style="list-style-type: none"> <li>• Extensive management experience with the ability to coach and motivate individuals and teams.</li> <li>• Familiarity with content management systems (CMS) and customer relationship management (CRM) software.</li> <li>• Proven track record of developing and executing successful marketing strategies that drive business growth.</li> <li>• Experience managing a marketing budget and evaluating the return on investment of marketing activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent project management skills, with the ability to manage multiple projects and deadlines simultaneously.</li> </ul>

# PERSON SPECIFICATION CONT.

	ESSENTIAL	DESIRABLE
CHRISTIAN LIFESTYLE	<ul style="list-style-type: none"> <li>• Commitment to actively pursue ongoing spiritual development of themselves and colleagues within the life of a local church in order to enhance the contribution to TLG.</li> <li>• Attend and participate fully in devotions, prayer meetings and staff conferences to enhance the spiritual relationships within the team.</li> <li>• Able to work sensitively with those of different cultures and faiths whilst having their own strong and vibrant Christian faith and commitment to Equal Opportunities.</li> <li>• To be an active part of a church family.</li> </ul>	
ADDITIONAL	<ul style="list-style-type: none"> <li>• Complete an enhanced DBS check prior to employment, which reveals no reason for the applicant being unsuitable to work with young people. (include this if the role requires a DBS check)</li> <li>• Provide 3 referees. At least one referee needs to represent Christian commitment and be able to comment on your faith and growth as a Christian. References will be taken up after shortlisting.</li> <li>• Provide evidence of qualifications and suitability to work in the UK and appropriate qualifications.</li> <li>• Live within a reasonable travelling distance.</li> </ul>	





# Application process

All applicants are directed to apply online through our website [www.tlg.org.uk/jobs](http://www.tlg.org.uk/jobs).

We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

Please specify clearly how you meet the person specification (using the headings provided in the person specification), with special emphasis on how your faith relates to all aspects of your working life.

## Accessing TLG's online recruitment system:

- Visit [www.tlg.org.uk/jobs](http://www.tlg.org.uk/jobs) to find more information and apply.

If you have any problems with the online application process, please contact [recruitment@tlg.org.uk](mailto:recruitment@tlg.org.uk) and someone will get back to you as soon as possible.