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| **Job Title:** | Head of Marketing | **Function:** | Marketing, Communications & Fundraising |
| **Reports To Manager:** | Director of Marketing, Communications & Fundraising | **Job Family:** | Support & Professional |
| **Date:** | January 2025 | **Band:** | 8 |

**Purpose:** Lead the development and implementation of a comprehensive marketing strategy to optimise supporter acquisition and retention, driving sustainable income growth and ensuring long-term engagement and future potential income. Develop and implement data-driven marketing strategies, ensuring alignment with organisational goals and our purpose of keeping people and pets together when times are tough. As part of the wider senior leadership team, contribute to the delivery of overarching organisational plans.

## Responsibilities

- Lead, develop and manage the team through the whole employee lifecycle, fostering a collaborative and high-performance culture.
- Accountable for the development and implementation of marketing strategies across charitable and commercial propositions, with clear development for growth.
- Accountable for the growth of our supporter base through effective acquisition and retention strategies.
- Lead the team to deliver excellence across integrated marketing planning, channel performance and digital innovation to support PDSA's charitable and commercial objectives, ensuring alignment with organisational goals.
- Lead the team to create innovative marketing campaigns and activity that resonate with diverse audiences, ensuring delivery of high-impact, high-quality creative content align to propositions and brand.
- Guide the team in establishing and maintaining high standards for marketing deliverables across all platforms and touchpoints.
- Oversee the performance of marketing channels, ensuring the use of data-driven insights to optimise campaigns, improve engagement, and maximise income.
- Regularly report to senior stakeholders on key performance metrics and adjust strategies to achieve and exceed set targets.
- Accountable for agency and supplier relationships, ensuring strategic relationships, effective collaboration and delivery of service levels that meet PDSA's expectations.
- Lead contract negotiations, performance reviews, and hold partners accountable to budget, timelines, and quality standards.
- Compliance with all PDSA policies and procedures.

## Performance Measures

- Committed supporter base in line with business plan/budget expectation
- Acquisition and future potential value of new supporters
- Delivery of income/surplus targets
- Creation and delivery of integrated marketing strategies against budgets
- Performance of teams in delivery of the business plan
- ENPS scores in line with expectations
- Operate in line with departmental SLAs

## Dimensions

- Direct Reports: 3
- Indirect Reports: 14
- Budget: C. Expenditure £7m
  Income £15M
- Internal Contacts: Directors, Senior Managers, MCF, NCSC
- External Contacts: Agencies, Partners, Suppliers

## Organisational Skills & Values

- Head and Heart
- Better together
- Passion with purpose
- Planning and organising
- Acting commercially
- Leading Effectively

## Role-specific knowledge & skills

**Essential**

- Proven experience in a senior marketing role, responsible for the acquisition and retention of a supporter/customer base and future value.
- Experience of strategic development of performance marketing across the full range of marketing channels, both online and off.
- Demonstrated success in building and managing strategic agency relationships, optimising multi-channel marketing strategies, and achieving performance targets.
- Skilled in interpreting marketing metrics and translating into strategic recommendations.

**Approved By: People Operations** | **Date: January 2025**