

# Head of Marketing & Communications



We are looking for a Head of Marketing and Communications. This is a brand new role, so it's a great opportunity for you to make your mark!

KCA is an organisation committed to sharing the neuroscience of building compassionate and resilient individuals through connected relationships, communities and organisations. Our small experienced team managed from our Head Office in Dursley, Gloucestershire has a strong track record in running effective learning and development programmes rooted in the science-based theory of attachment, trauma and resilience.

For an informal conversation about the role contact Richard Holmes, Managing Director [rich.holmes@kca.training](mailto:rich.holmes@kca.training) or 01453 488400

To make an application please send a CV and Covering Letter to:

[contact@kca.training](mailto:contact@kca.training)

Closing date: Monday 19th February 9am  
Interviews: Thursday 29th February



## Recruitment Pack

More Information  
[www.kca.training](http://www.kca.training)  
01453 488400

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# Head of Marketing & Communications

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## As Head of Marketing & Communications you will:

- ★ lead and develop our marketing strategy to drive brand awareness.
- ★ inspire audiences and attract new customers.
- ★ shape our profile through developing impactful campaigns.



At KCA, relationships are key to everything we do – whether that is the relationships between our colleagues that ensure that we feel supported, enthused and committed to our work; the relationships with our commissioners that allow us to understand and respond effectively to their needs; or supporting practitioners, through our training and consultancy, to develop effective connected relationships with the children, families and teams with whom they work.

Congruence is really important to us; who we as an organisation must reflect the knowledge and practice we share with others.

Since 2011 we have delivered training to over 140,000 practitioners across the UK, to promote resilience in the individuals and networks supporting the most vulnerable people in our society.

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## Our story

KCA (previously known as Kate Cairns Associates) was established in 2011 to bring together the work of Kate Cairns and a group of experienced practitioners and trainers across the UK. Kate was a social worker and foster parent. Between 1975 and 1997 Kate and her husband Brian and their three birth children provided a permanent family for twelve other children.

Thereafter, Kate worked as a trainer/consultant and writer for the British Association for Adoption and Fostering. In 2002 she published 'Attachment, Trauma and Resilience', which explored how these three key concepts could provide a structure for understanding ourselves and those with whom we work. The book became a bestseller for BAAF and has influenced practice around the world.

Kate continues to work for KCA, but we are now registered as Knowledge Change Action Ltd, and as of October 2021 we have become employee owned. As an employee-owned organisation KCA aspires to be a beacon to those who want to lead sustainable organisations, rooted in their local communities, where employees are active decision makers shaping their future together.



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## Our values

We are a values driven organisation.

Our culture and how we work has helped us to develop a national reputation in our field. We try to be authentic, credible and compassionate in all that we do.



## Connected

Through intentionally nurturing relationships we seek to grow a culture of mutual trust and respect, creating a sense of safety that encourages creativity, innovation and collaboration.

## Curious

Through offering new perspectives, we ask unique questions that lead to the co-creation of new approaches and partnerships.

## Congruent

There is consistency between what we say and what we do. This means that nurturing authentic relationships is central to the way KCA works.

## Strengths based

We seek to unearth the value and contribution that everyone makes, through encouraging people to notice and appreciate what they do well.

## Driven by evidence

Drawing on the latest research, we seek to be at the cutting edge of change, applying new knowledge to real life practice experiences.

## Agile and flexible.

We work with organisations big or small in creative ways to find new ways of working to meet their changing needs.

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## What is on offer?

- A full-time post of 32 hours a week over 4 days (KCA is committed to a 4-day working week for all of its employees)
- £35,217 per annum
- The opportunity to be part of an Employee Ownership Trust and potential for profit share
- Flexible working
- An office base in the beautiful town of Dursley in Gloucestershire.



## How to apply

Applicants are required to send a CV and covering letter detailing how they meet the person specification.

Please send email applications to [contact@kca.training](mailto:contact@kca.training).

Should you have any queries or wish to have an informal discussion about the role, please contact Rich Holmes at [rich.holmes@kca.training](mailto:rich.holmes@kca.training) or 01453 488400

For further information about who we are and what we do visit the KCA website: <https://kca.training>

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## KCA Head of Marketing and Communications Job Description and Person Specification.

Contract	Permanent
Hours	Full-time post of 32 hours a week over 4 days Mon – Thu (KCA is committed to a 4-day working week for all of its employees)
Salary	£35,217 per annum with potential for profit share as the organization is employee-owned via EOT
Annual leave	5 weeks (20 days). Maximum of 5 days annual leave to be carried over from previous year
Office base	Dursley, Gloucestershire. Some flexible working is available, but we anticipate that the main work base will be at the company office.

As the Head of Marketing & Communications, you will be responsible for leading and developing our marketing strategy to drive brand awareness, customer acquisition, and revenue growth. You will play a key role in shaping the company's public image, developing impactful campaigns, and ensuring the successful execution of marketing initiatives across various channels.

Area	Duties
Strategic Marketing	Developing and execute a comprehensive marketing strategy aligned with the company's overall objectives.
	Conducting market research to identify trends, opportunities, and competitive threats.
	Collaborating with cross-functional teams to align marketing efforts with product development, sales, and other departments.
Product Development	Leading on the promotion and packaging of new products.
Campaign Development and Execution	Leading the creation of integrated marketing campaigns that drive customer engagement and conversion.
	Overseeing the development of creative assets, content, and messaging for various marketing channels, including digital, social media, print, and events.
	Responsible for producing and distributing regular Newsletter.
	Supporting project delivery teams with the development of engagement strategies.
	Identifying conferences, events, workshops and publications where KCA can showcase itself.
Digital Marketing	Developing and implement digital marketing strategies, including SEO, SEM, email marketing, and social media.
	Utilizing data-driven insights to optimise digital campaigns and improve overall online presence.
	Responsible for lead generation through digital communication.
Brand Management	Defining and communicating the brand identity and values, ensuring a consistent and compelling brand image across all channels.
	Working with the team, review the organisation's visual identity, and core messages for key audiences.

	Monitoring and managing the brand's reputation, actively addressing any issues that may arise.
	Responsible for the evolution of the website.
	Leading on design and print material.
	Working with Trainer Consultants, curate and produce blogs and podcasts for key audiences.
<b>Performance Analytics:</b>	Establishing key performance indicators (KPIs) to measure the effectiveness of marketing campaigns.
	Analysing and reporting on marketing performance, using insights to make data-driven decisions and optimise future strategies.
<b>Team Development.</b>	Providing mentorship and professional development opportunities on marketing and communications for team members.
	Working closely with Partnership Development Managers to monitor and progress customer journeys.
	Working closely with Trainer Consultants on curating case studies for the website and social media.
<b>Internal Communications</b>	Leading internal communication.

## Person Specification

Essential	Exceptional communication and interpersonal skills.
Essential	Ability to segment audiences and craft key messages in line with company brand and values.
Essential	Ability to form and maintain strong relationships with all stakeholders: Colleagues, commissioners, leaders, frontline practitioners and partner agencies.
Essential	Experienced at formulating and implementing effective strategic working partnerships, support KCA to develop effective engagement strategies.
Essential	Strong track record of developing and implementing successful marketing strategies.
Essential	Experienced in leading on brand development, communicating values and establishing an effective visual identity.
Essential	Experienced in promoting and packaging products for different audiences.
Essential	Experienced in drafting copy for websites, newsletters and print material.
Essential	A commitment to being part of a working environment that values relationships, wellbeing and staff resilience as key.
Essential	Proficiency in marketing analytics and data-driven decision-making.
Essential	Ability to be flexible and responsive to the changing needs of the organisation.
Essential	Competence in using office software, text documents, spreadsheets, e-mail, Mailchimp and Design software (e.g. Canva and InDesign).
Essential	Experienced in lead generation.
Essential	Willingness to travel to conferences as a KCA exhibitor.
Essential	Willingness to travel to Face-to-Face meetings with commissioners.
Essential	A commitment to being part of social purpose organisation that values authenticity and congruence.

Essential	Bachelor's degree in Marketing, Communication or a related field or the equivalent experience in the industry.
Desirable	Ability to work with the technical team to identify potential improvements.
Desirable	Sector experience.
Desirable	Willingness to shadow Trainer Consultants at events to keep up to date with course content.
Desirable	Ability to assist wider team with Tendering opportunities.
Desirable	A commitment to creating a working environment that values relationships, wellbeing and staff resilience as key.
Desirable	Understanding of General Data Protections Regulations (GDPR).
Desirable	Motivated by a desire to improve outcomes for vulnerable children, young people and families.

\*Note - This job role is subject to a clear Basic DBS check and satisfactory references.