



## **CATHOLIC CHILDREN'S SOCIETY JOB DESCRIPTION & PERSON SPECIFICATION**

**POST:** Head of Marketing and Communications

**HOURS:** 35 hours per week

**SALARY:** £60,000 - £65,000

**LOCATION:** 73 St Charles Square, London. W10 6EJ

**LINE-MANAGER:** CEO

### **ORGANISATION INFORMATION**

Our mission is to bring hope and positive change to children and families. To achieve this we deliver a range of services. The Catholic Children's Society (CCS) is one of the largest providers of mental health services to schools in London and the Southeast. Currently we have over 50 counsellors/therapists working on-site in approximately 70 schools (both Catholic non-Catholic). We also provide outstanding early years education and family support, including offering emergency assistance for families in crisis.

CCS works with children and families of all faiths and none; our sole aim is to help those in greatest need so they can overcome the challenges they face, achieve their potential and have better chances in life. Our work is underpinned by our core values of integrity, compassion, inclusion and partnership.

### **PURPOSE OF THE JOB**

We are seeking a highly motivated individual to spearhead the growth of our successful services, ensuring more children and families can access the support they need.

This role will include a key focus on developing an effective marketing strategy to increase the number of schools accessing our early intervention mental health services. At a time when school budgets are under considerable pressure, the ideal candidate will be positive, proactive and results driven. They will be passionate about children's mental health and education, as well as articulate and persuasive when presenting the case for why our services are needed now more than ever.

The postholder will thrive on achieving challenging targets and will lead on enhancing our profile across a range of media platforms. A strong marketing and/or sales background will therefore be important, together with a proven track record of successfully driving forward strong business growth (gained in the voluntary, public or private sectors).

The ideal candidate will be adept at working at both a strategic and operational level and will be happy to be 'hands on' and flexible to succeed in this varied and rewarding role. This is a unique opportunity to play a leading role promoting and developing our vital services, ultimately giving thousands of disadvantaged children and families the opportunity to transform their lives and have real hope for the future.

## **DUTIES & RESPONSIBILITIES**

### **Marketing & business development**

- Work closely with the CEO and managers to gain a strong understanding of our services and their impact.
- Work in partnership with senior managers to further develop the charity's overarching strategic plan and achieve our strategic objectives.
- Develop a detailed marketing strategy to enhance our organisation's profile and promote/expand our services.
- Lead on the implementation of the marketing strategy to achieve ambitious growth targets including:
  - Increasing the number of schools buying in our service (i.e. agreeing to fund one of our counsellors/therapists to work on-site), ensuring more children experiencing mental health issues can access the specialist support they need at an early stage.
  - Increasing the number of schools accessing our staff mental health training programmes, ensuring a new generation of school staff have the skills to identify and support children experiencing mental health issues.
  - Promoting our early years services within the communities we serve, increasing the number of families accessing this free educational and parenting support.

### **Communications**

- Work across a range of media platforms to effectively promote our work including print, broadcasting and digital media.
- Develop effective marketing tools tailored to different audiences (including email, direct mail, telephone, social media etc.).
- Support our online presence through SEO, website optimisation and effective use of social media.
- Proactively network to influence key stakeholders at all levels within the education system (Multi Academy Trust CEOs, School Governors, Headteachers etc.).
- Attend conference, network meetings and events to make our brand more widely know and recognised.
- Plan and deliver profile raising events, working with senior managers and project staff.
- Write marketing/promotional materials that are concise, persuasive and compelling.
- Ensure key messages, tone and brand guidelines are developed and implemented effectively and consistently across the charity.

### **Note**

Fundamental to fulfilling the responsibilities of this post is the ability to respond flexibly and positively to support our organisational goals and business needs. This job description is a guide to the level and range of responsibilities which the postholder will initially be expected to undertake. It is not exhaustive and will be subject to review/change to meet evolving circumstances and demands. It will not form part of the postholder's contract of employment.

## PERSON SPECIFICATION

### ESSENTIAL REQUIREMENTS

#### Experience

- At least three years' experience of working at a senior level in a marketing/communications/ sales role (gained in the voluntary, public or private sector).
- A proven track record of achieving successful business growth in a target driven/results orientated role.

#### Attributes/personal qualities

- A passion for making a difference to the lives of disadvantaged children and families.
- Flexibility and a positive approach to problem solving.
- Target driven with a real energy and enthusiasm for achieving tangible results.
- Initiative, creativity and a proactive approach.
- Respect for the organisational values that underpin the work of CCS (there is no expectation or requirement that the postholder is Catholic).

#### Skills

- Excellent interpersonal and influencing skills.
- Ability to work strategically, whilst also managing day-to-day operational tasks.
- Strong IT skills.
- The ability to work in a highly organised, efficient and systematic manner, paying close attention to detail.
- Excellent ability to prioritise tasks and work under pressure to deadlines.
- Outstanding written and verbal communication skills.
- Confident and persuasive public speaker.
- The ability to inspire and inform, using clear and concise language to maximum effect.

### DESIRABLE

- A qualification in marketing/communication (although direct experience and a proven track record of achieving results in this area will be key).