

# Head of Marketing and Communications

**Contract:** Permanent

**Hours:** 21 - 35 hours (0.6 - FT). The number of hours and working pattern are negotiable within these parameters

**Location:** Hybrid working: - remote working with regular team days. We are currently working together every Tuesday from an office in Central London. The team finds this balance useful and productive but we can offer some flexibility on this frequency, for the right candidate

**Reporting to:** CEO

**Salary:** £45,000 FTE

## Purpose

You will be responsible for Reach's marketing and communications: shaping the strategy, planning and prioritising work, and delivering on a day-to-day basis with support from other team members, volunteers and freelancers.

You will raise Reach's profile, refine our messaging and promote our service and the value of skills-based volunteering and inclusive governance to our service users, the wider voluntary sector, potential volunteers and other stakeholders. Working closely with the CEO, Head of Digital and Head of Service, you will be an integral part of our friendly, collaborative team.

## Responsibilities

As the sole marketing and communications professional, you will work creatively with others to deliver the work, with options to draw on skills-based volunteers and freelancers depending on your expertise, interest, hours and Reach's priorities. Read the "how the Head of Marketing and Communications works" section for more information.

## Strategic

Develop, and lead the implementation of, our marketing and communications strategy

Evolve our brand identity and core messaging, and embed these across our communications

Develop and implement our approach to telling the stories of our service users

Measure progress, assess effectiveness, and change course as necessary.

As part of the SMT, contribute to organisation-wide strategy and policy-making processes.

## Digital marketing

Lead on all aspects of digital marketing such as SEO, Analytics and Google Ads

Develop cross-channel content plans for a range of audiences

Create, commission and curate content for channels including website, newsletter and social media

Manage social media

## General responsibilities

In collaboration with the Head of Service, develop communications to engage service users and support an ethos of co-production

In collaboration with members of the SMT, support with communications with partners and other external stakeholders

End-to-end production of our Impact Report and other corporate communications

Lead on designing and delivering communications campaigns such as #VolunteerForClimate

Recruit and manage freelancers and skills-based volunteers to help deliver our marketing and communications strategy

## Marketing

Support Head of TrusteeWorks and Head of Service to develop sales strategies to grow our charged-for services

Develop marketing materials to drive sales for our charged-for-services

# Experience, skills and qualities

## Experience

Proven track record of working effectively with leadership teams and influencing strategic direction to deliver highly effective marketing and communications

## Skills and understanding

Note: we appreciate that this is a broad range of skills. For skills marked with \* you need sufficient understanding to be able to oversee the work effectively - the ability to undertake the work yourself would be a bonus.

**Integrating strategy with day-to-day work:** ability to see the big picture and bring our strategic goals to life through content and action plans; enthusiasm to get stuck in at both strategic and practical implementation levels and juggle and integrate the two on a day to day basis

**Digital marketing:** able to carry out all steps in digital marketing / communications, from planning to implementation.

**Commissioning:** ability to scope projects and to source and manage freelancers

**Volunteer management:** ability and enthusiasm to recruit and support volunteers with expertise, who can deliver projects and / or provide specialist advice.

**Understanding of our audiences:** understands how to communicate effectively with different audiences including B2B marketing and communications. Ideally, understanding of our core audiences: charities, funders and volunteers

**\*Framing:** the ability to develop framing and narratives to influence behaviour and support key messages.

**\*Digital content:** able to produce compelling digital content. Skilled at using storytelling.

**\*Brand and visual design literacy:** understanding of value of branding and core design principles.

## Qualities

**Values:** Commitment to living our values in your working practice - bold and experimental, people-centred, collaborative and honest.

**Equity, diversity and inclusion:** Personal commitment to working in a way that helps build a more equitable and inclusive society.

**Resourceful:** Enjoys finding creative ways to resource the work. Adept at having a go, and also bringing in support where needed.

**Collaborative:** Deeply collaborative in approach, good at eliciting positive contributions from staff, volunteers, and partners; focused on common goals, not 'territory'.; Able to challenge and influence.

**Learning orientated:** appetite to learn new skills and ways of working

**Prioritisation and flexibility:** able to prioritise work in a context where there is more work than time. Flexible outlook and ability to pivot to seize opportunities to work smarter or generate greater impact

### **How the Head of Marketing and Communications works**

As the sole marketing and communications professional, you will work creatively with others to deliver the work. There is currently 0.5 days p/w support from a team member on social media and there may be scope to increase this.

Some work could be outsourced depending on the post holder's expertise, interest, hours, and Reach's priorities. For example, if the post holder works four days, the balance of the FTE budget could be used for freelance support. There are abundant opportunities to recruit skills-based volunteers to contribute to the work. For example, we have had support from talented volunteers in SEO, UX/ UI, content writing and editing, illustration, campaign planning, videography and service design mentoring.