

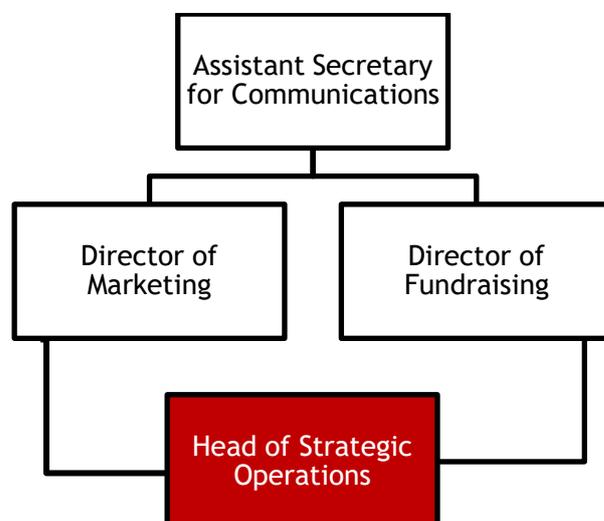


## JOB PROFILE

<b>Job title:</b>	Head of Strategic Operations
<b>Purpose:</b>	<p>This pivotal role will strengthen The Salvation Army's position as one of the UK's leading charities and a global Christian Church by driving integrated, strategic operations across Marketing and Fundraising and the wider Communications Service.</p> <p>The postholder will foster improved collaboration across teams and take the lead on behalf of the Communications Service Senior Leadership Team (CSLT) on key projects with business-critical operations and speed decision making. A key focus will be ensuring the integration of flagship campaigns, such as Fundraising and Marketing activity throughout the Christmas period, taking responsibility for timely execution and optimal use of resources.</p> <p>The role will also provide senior oversight and delivery of reporting, risk, compliance, innovation and training related to those projects; acting as a trusted advisor and facilitator for the CSLT and cross-cutting priorities.</p>

As a senior leader within the Communications Service, the Head of Strategic Operations will take responsibility for the coordination and delivery of high-impact initiatives that span key departments including Fundraising, Marketing, PR and Communications, and Faith & Membership. The role will work closely with colleagues across the Communications Service to align strategy and operations, strengthen collaboration, and drive collective performance across these interdependent functions.

### Organisation Chart



<b>Report to:</b>	Director of Fundraising and Director of Marketing
<b>Accountable to:</b>	<b>Internally:</b> Assistant Secretary of Communications. <b>Externally:</b> Fundraising Regulator, Information Commissioner's Office, Chartered Institute of Fundraising, Data & Marketing Association.
<b>Key working relationships:</b>	<b>Internally:</b> Heads of Communications Service teams, with a particular focus on those involved in Christmas activities and colleagues across The Salvation Army, e.g. Data Protection team, Compliance and Risk and Finance. The role also requires flexibility to initiate, build, and strengthen new internal relationships as needed, depending on evolving project priorities. <b>Externally:</b> Creative agencies and external suppliers when relevant.
<b>People management:</b>	This role currently has no direct line reports but will have responsibility to ensure effective delivery of discrete projects and through this will be expected to give direction to staff at all levels across Fundraising and Marketing.
<b>Operating budget:</b>	There are no budgetary responsibilities

## You will...

- Lead both development and delivery of strategic campaigns requiring alignment across the Communications Service (e.g. Christmas), working to ensure that agreed timelines and budgets are met, and other KPIs are delivered.
- Provide senior-level insight into the development of strategies within the Communications Service, specifically the new 5-year fundraising strategy, marketing strategy, and external engagement strategy.
- Operate as a senior leader across the Fundraising and Marketing Departments, supporting the delivery of these and other strategies, driving change and identifying opportunities for cross-team growth.

- Shape and improve planning cycles, resource visibility, and delivery frameworks, working alongside Directors, Heads and Assistant Heads to build collaboration and alignment.
- Act as a senior advisor to the Directors of Fundraising and Marketing and the CSLT, providing insight, coordination and strategic support.
- Design and deliver effective systems and process to facilitate cross-service reporting e.g. KPIs, annual plans and risk registers, providing the infrastructure to create combined reports where appropriate.
- Lead business continuity and compliance planning across Fundraising and Marketing, including risk, data, procurement and fundraising governance.
- Lead operational delivery of internal communications and Learning and Development activities across Marketing and Fundraising, as such creating coherent new starter inductions, programming brand engagement sessions, and shaping logistics and content for awaydays, cross-service and departmental meetings.
- Design and deliver talent management and Learning and Development activities across the Communications Service, drawing on the expertise of colleagues in HR and supporting Directors, Heads and Assistant Heads to foster internal talent and drive ongoing professional development.
- Take an active role in promoting and raising the profile of The Salvation Army's approach to strategic operations within the voluntary sector and keep abreast of trends and wider sector developments, with a particular focus on changes in the fundraising regulatory environment e.g. Fundraising Regulator Codes, Information Commissioner's Office guidance, Data and Marketing Association code updates.

## **You have...**

- Extensive expertise in leading cross-functional collaboration across internal teams, with a strong focus on strategic alignment, operational delivery, and optimising Fundraising, Marketing and Communications functions (A, I)
- Demonstrable success in building and sustaining high-impact internal partnerships, particularly with teams delivering high-profile, time-critical initiatives such as Christmas campaigns (A, I)
- Extensive experience influencing, engaging, and aligning senior stakeholders to resolve challenges, embed collaborative working, and improve cross-organisational performance (A, I)

- Extensive experience of leading complex cross-functional change initiatives or transformation projects that required significant internal stakeholder engagement and cultural alignment (A, I)
- An excellent working knowledge and hands-on application of fundraising compliance and regulatory requirements, including UK GDPR, PECR, Gift Aid, and the Code of Fundraising Practice (A, I)
- Excellent communication and interpersonal skills with the ability to influence at a senior level, and develop strong, successful, collaborative and influential working relationships at all levels of seniority within an organisation (A,I)
- Proven ability as an exceptional, highly organised project manager able to work across simultaneous complex projects and prioritise your own workload effectively within a fast-paced environment (A,I)
- Substantial financial management skills with previous experience of managing budgets, developing spending plans, and delivering financial reporting as required (A,I)
- Experience in leading and coordinating Learning and Development and talent management initiatives and supporting cross-team learning and collaboration (A,I)
- A willingness and ability to work within and be empathetic towards the Christian ethos, values, and mission of The Salvation Army (A,I)

### **You may have...**

- An understanding of workforce dynamics, with experience monitoring staff turnover and implementing strategies to support retention and organisational health (A,I)
- A background in developing cross-team collaboration frameworks or operational partnership models that enhance delivery and strategic impact (A,I)
- Experience in service design or continuous improvement methodologies that have led to measurable operational gains (A,I)
- Working in a faith organisation (A,I)

How criteria will be assessed - (A) application form; (I) interview; (T) test; (P) presentation and (R) references.

We expect you to exhibit behaviours that model our values of **integrity; accountability; compassion; passion; respect and boldness**

This is the job profile as it is constituted at the date shown. It is the practice of The Salvation Army to examine job profiles in order to update them periodically and ensure that they relate to the job being performed, or to incorporate any proposed changes.