



# Head of Marketing & Communications

PEOPLE POTENTIAL POSSIBILITIES (P3 CHARITY)

APPOINTMENT BRIEF  
JUNE 2024



PEOPLE  
POTENTIAL  
POSSIBILITIES

## THE BASICS

**Post:** Head of Marketing and Communications

**Reports to:** Director of Fundraising, Marketing and Communications

**Team size:** Approximately four team members

**Base:** Any P3 hub or office (see *Where We Work* section), with regular national travel and hybrid working options

**Hours:** Full-time (37.5hrs)

**Shift pattern:** Mon-Fri, 9am-5pm (flexible)

**Salary:** £43,855 (£46,047 with London weighting)

**Contract:** Permanent

**Extras:**

- Pension Scheme, matched up to 3% (with 5% employee contribution)
- 27 days annual leave + bank holidays
- PayCare membership (employee assistance programme with discounts, cashback on health appointments and access to counselling)





# HELLO!



It's an incredibly exciting time to be joining P3 Charity as we reimagine our communications and marketing to develop our brand and voice, reach new audiences and develop stronger relationships with our stakeholders in order to ensure we're offering the best possible support to the people using our services.

There's no question that it's a challenging time to be working in the third sector, but I think that's exactly why it's an incredible opportunity to join P3 in the role of Head of Marketing and Communications.

Our work spans 15 counties offering services such as housing, employment support, budgeting advice, mental health support, training opportunities and children's and youth services – practical solutions to real world problems. Much of our funding comes through central and local government, but we have ambitious plans to expand our audience and supporter-base to ensure we're in the best possible position to deliver first-class services to people facing difficult circumstances, and the Head of Marketing and Communications is a pivotal role in making this happen.

There's never a dull day in this role. Whether overseeing the re-development of our website, leading audience engagement sessions or working with our leadership team to inform organisational decisions, this is a great opportunity for someone who wants to be hands-on while taking on an important leadership role.

We need someone ambitious, energetic and committed to our mission who can help develop and drive a new marketing and communications strategy that leverages opportunities to make sure we're doing our absolute best for the thousands of people who rely on us each year. It's definitely a challenge, but one that you'd be well-supported in achieving with a talented team of marketing and communications professionals and a wider team of 800 colleagues.

If this sounds like the sort of role for you, please reach out for a chat about this exciting opportunity to join a committed, passionate team making a real difference to people's lives.



**Erin Coburn**

erin.coburn@p3charity.org

Director of Fundraising, Marketing and Communications

# WHO IS P3 CHARITY

People Potential Possibilities (P3 Charity) is a national social inclusion charity that has been working across England for 50 years, improving the communities in which we work by supporting everyone to be a fully integrated member of society.






By offering homelessness outreach services, affordable housing, tenancy support, advice services, mental health support, employment support and children's and youth programmes, we're able to work towards our vision of a country where no person is left on the fringes of society and everyone is given the opportunity and resources needed to be a valued member of the community in which they live.

The majority of our programmes are funded by local government and we work within our local communities, building relationships with funders and volunteers, to secure support for things that aren't.



*This picture was taken after the individual living there had been supported into accommodation by P3's Street Outreach Team. The campsite had been erected on a small area of derelict land adjacent to an industrial estate. The individual living there had moved into the region, attracted by the higher wages afforded to manual seasonal labourers, but had been made redundant and, due to loans and debt, had lost his flat.*

## Check out our socials:

-  P3 Charity
-  P3Charity
-  P3Charity
-  P3 - People Potential Possibilities
-  [www.p3charity.org](http://www.p3charity.org)

## OUR CULTURE

People are at the heart of everything we do and every decision we make, and we think our staff are just as important as the people we support. We promote a culture that celebrates our differences and plays to everyone's strengths, no matter how quirky.

We think it's important to invest in our team, which is why we offer a lot of personal development and training opportunities (both internal and external) and lots of social opportunities, such as conferences, team days out and an annual 'play day'.

And we know that life exists outside of work, so flexible working hours are weaved into as many of P3's roles as possible.

As an organisation, we believe there are key values that all of our staff and volunteers need to embody, including kindness, honesty, good judgement, professional curiosity, courage, passion, effective communication, commitment to innovation, commitment to collaboration and dedication to achieving real impact and real results for real people.



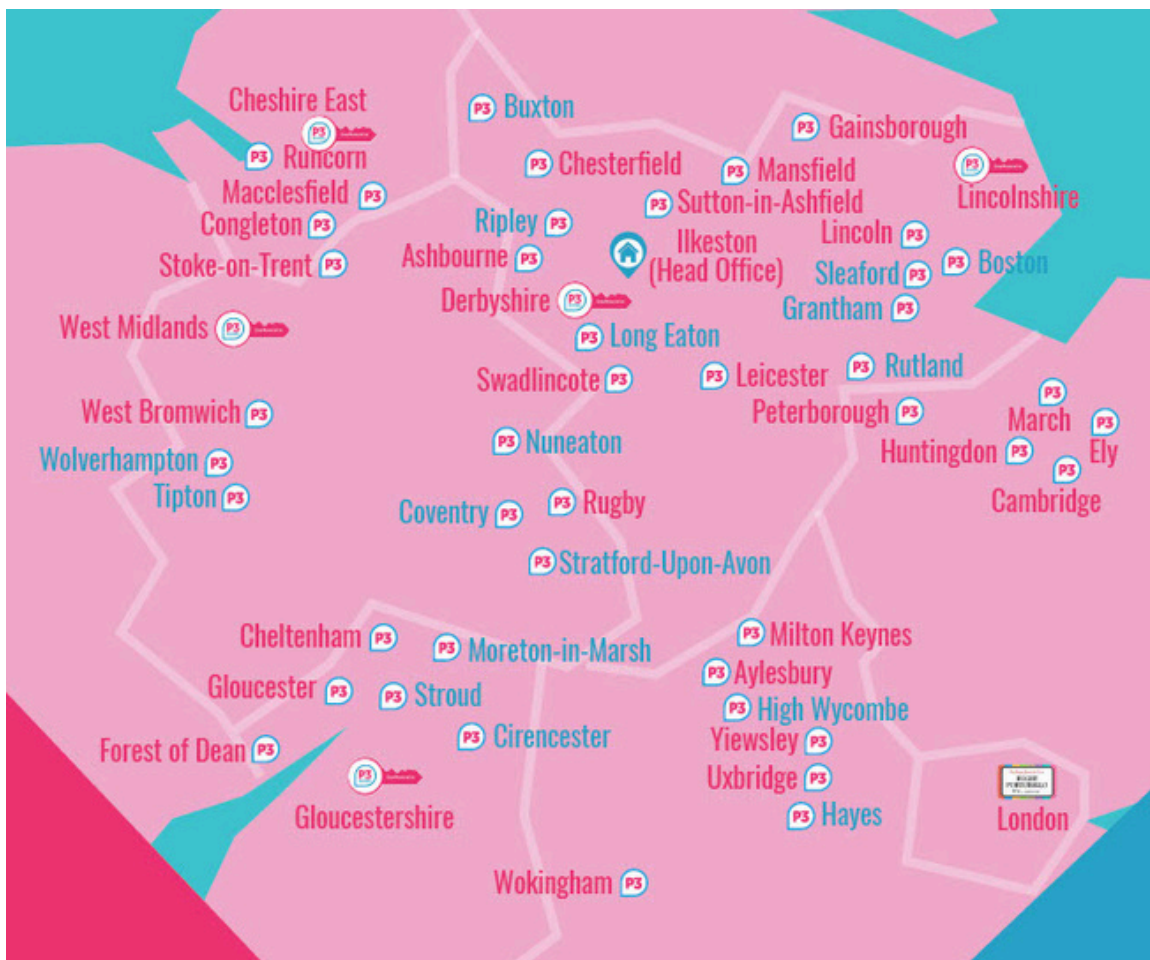
Corporate volunteers helping on our allotment in Derbyshire.

# WHERE WE WORK

P3 Charity is currently based in 15 counties in England. Our Head of Marketing and Communications can choose any P3 hub or office as their base and will have regular national travel visiting our many services, some with fixed addresses and others without.

Offices and hubs are available in Berkshire, Buckinghamshire, Cambridgeshire, Cheshire, Coventry, Derbyshire, Gloucestershire, Leicestershire, Lincolnshire, West London, Nottinghamshire, Staffordshire, Warwickshire, West Midlands and West Yorkshire.

We're happy to discuss possible bases with candidates at any stage in the application process.





“Life is so different now. I feel so much better, so much happier and more independent. I have a person to speak to now with P3 and that makes a huge difference.”





## THE ROLE

Our Head of Marketing and Communications provides leadership and operational management of P3's ambitious communications and marketing department, responsible for driving brand awareness and stakeholder engagement. This post directly line manages and supports three colleagues (with a fourth team-member indirectly managed) with budget management responsibilities of around £100,000.

The Head of Marketing and Communications is responsible for delivering on our core departmental goals:

1. Build P3's brand and reputation
2. Help improve staff and volunteer recruitment rates
3. Support the increase in staff and volunteer retention

This will be achieved through excellent cross-departmental working, innovative approaches that leverage new technologies and a real commitment to involving our stakeholders in the co-production of our messaging and products.

The Head of Marketing and Communications is line managed by our Director of Fundraising, Marketing and Communications, is an active member of our Senior Leadership Team and will work closely with operations leads across the country to identify opportunities to amplify our voice, improve stakeholder engagement, increase brand awareness and support on service bids and tenders.

This role will build rapport with the team through face-to-face support, will build connections with our regional teams through regular travel and engagement and will actively seek to learn the pressures and opportunities facing our frontline teams that can be addressed through people-centred marketing and communications. This role will build and maintain relationships with key internal and external stakeholder and will be a leader in driving the P3 culture and values across our organisation.

The successful candidate will have strong strategic marketing and communications skills and knowledge, excellent leadership and management skills, strong networking and budgeting skills, good awareness of and skills in outcome reporting (KPIs and ROI) and will hold a full UK driver's license.





# KEY RESPONSIBILITIES

## Impact

Deliver on our core departmental goals:

- **Build P3's brand and reputation** – nationally and locally – amongst key external stakeholders (private landlords, current tenants, commissioners and potential partners and funders) in order to build stakeholder trust and P3's reputation as a trusted service provider, supporting organisational growth.
- Improve and increase marketing channels to **increase staff and volunteer recruitment rates** and improve candidate quality.
- Enhance and develop internal communications to **boost staff and volunteer retention**.

## Values Driven

- Ensure that **people stay at the heart of our marketing and communications** – actively seeking internal and external stakeholder feedback across all products.
- **Actively seek to learn from frontline teams** to identify opportunities and pressures that could be addressed through effective communications and marketing.
- **Foster and promote the equality, diversity and rights** of others by ensuring people are respected and valued as individuals and their rights and needs are respected and supported.

## Strategic Leadership

- Work collaboratively with the Director of Fundraising, Marketing and Communications to **develop strategies** that creatively and effectively **increase engagement** with our many stakeholders (staff, volunteers, donors, people we work alongside, landlords, commissioners, policy makers) through properly segmented messaging that is co-produced with audience input (where possible), tested for maximum ROI and delivered through appropriate channels.
- Actively work to **embed P3's values** across the department and wider organisation through effective communications and branding.
- Play an active role as a member of P3's senior leadership team, **briefing senior colleagues** on relevant trends and issues (communications, political, cultural, etc) that may impact our work, pose risks or present opportunities.

## Line Management

- **Lead, support and manage a small team of marketing and communications colleagues** covering digital marketing and communications, social media, internal communications, brand and design, PR, media and public affairs, actively seeking opportunities to develop the team's skills and knowledge.
- Ensure all P3 policies, procedures and statutory regulations are implemented and observed across the team.
- Hold annual appraisals and regular support and supervision of line-managed staff; recruit and onboard new team members; identify and deliver training; and organise, participate in and lead team meetings.
- **Delegate and assign work** as and when required, including supporting the team to manage workloads, if required.

## Operational Management

- Oversee the **development of a new website** to attract and motivate new stakeholders, improve accessibility, drive brand recognition and improve referral pathways, and implement regular review cycles to ensure UX and SEO are optimised.
- Oversee and manage the **development of crisis communications plans** and advise on wider mitigation strategies, acting as the organisation's **spokesperson for emergency media responses**, and work with our Executive Leadership Team to **draft statements and provide comment** and context, when required.
- Be the ultimate **brand guardian**, supporting colleagues to effectively and appropriately use the P3 brand and voice.
- **Lead your team in a learning culture**, measuring and reporting on performance against targets, gaining insights and implementing strategic changes to products and activities.
- Ensure comprehensive and clear **project management** plans are in place and communicated to stakeholders, ensuring on-time delivery.
- Develop **reports and briefings** as required, including trustee briefings, impact/outcome reports, annual reports and case studies.
- Champion **innovative approaches** to reaching new audiences, including working cross-departmentally to implement new technology to increase our reach, impact and ROI.
- Actively **seek out positive PR and profile-raising opportunities**, such as awards, speaking opportunities and awareness campaigns and work to build relationships with strategic media outlets.
- Work with our Development Team to **support on tenders** to secure current and new services, including providing outcome data, case studies and impact statements.
- Work with the Fundraising Department to **deliver annual awareness and fundraising campaigns** that develop supporter relationships, drive income generation and grow volunteer recruitment.
- Liaise and **communicate effectively** with all personnel, volunteers, supporters, partners, media, commissioners and neighbours.
- Ensure departmental activities operate to agreed **budgets**.



## Services and Events

- Work collaboratively within the Communications and Marketing Department – and other departments as required – to **plan and execute the annual staff conference** (and other regional events, where required), including liaising with, booking and managing third-party suppliers; securing venues and accommodation; and curating event presentations, all with a view of broadening staff engagement and fostering organisational culture.
- **Regularly visit P3's services** across England to build operational knowledge to strengthen our case for support, build a library of information to support our marketing strategy and to support the department in being able to pre-empt operational needs and pinch-points that can be addressed through communications and marketing.

## Other

- Undertake such other duties as may be required from time to time to maintain or enhance P3's services, brand and reputation.
- Identify and undertake regular development opportunities to increase service quality, communicating learnings to the wider team and P3 colleagues.
- The employee may be required to work hours outside of standard office hours, on occasion, in order to support P3 services and the people we work alongside. This may include occasional late evenings or weekends.



# WHO WE NEED

## The Person

- Commitment to our core organisational values: kindness, professional curiosity, good judgment, passion, courage, honesty, effective communication and a commitment to innovation, collaboration and achieving real impact.
- Genuine belief in our vision and mission, seeing this as more than a 'job'.
- Recognise and value all aspects of equality and diversity.
- Understanding of those who use our services being enabled to have greater opportunities to exercise their rights.
- A creative, out-of-the-box thinker who can create bold proposals with heart and soul, seeking out innovative solutions to problems.
- Committed to learning and developing and always curious to know more and improve working practices.
- Comfortable challenging the status quo with an ability to persuade, engage and build relationships.
- A self-aware team player who's flexible, adaptable and responsive to wider team needs.
- A passionate and enthusiastic leader who wants to see their team learn, grow and always improve.

## THE QUALIFICATIONS

- Full UK driving license and willingness to travel nationally.
- Marketing, communications, journalism or other relevant qualification (*desired*).
- Membership with the Chartered Institute of Marketing (*desired*).

## THE EXPERIENCE

- Experience managing a multi-disciplinary team, including functions of design, PR, public affairs, media, digital marketing, social media and internal communications, with an ability to demonstrate experience of developing team skills and competencies to improve impact and reach.
- Experience of developing and delivering a multi-year marketing and communications strategy.
- Experienced in running significant marketing and/or communications campaigns.
- Experience in building and managing relationships with diverse audiences and successfully engaging stakeholders.

## THE SKILLS & KNOWLEDGE

### Relationship Building

- Excellent networking and relationship building skills.
- Excellent interpersonal skills with an ability to communicate effectively and build relationships with all members and levels of staff, volunteers and the public while managing competing expectations.

### I.T.

- Excellent IT skills, including Microsoft Office (Word, Excel and PowerPoint).
- Social Media for business and marketing purposes (Instagram, Twitter, Facebook, YouTube, LinkedIn, TikTok) (*desired*).
- Design and editing skills, including competency in Adobe and Canva (*desired*).



## THE SKILLS & KNOWLEDGE

### Marketing & Communications

- Exceptional communication (written and spoken English), storytelling and influencing skills and an ability to adapt and develop P3's brand and voice while ensuring consistent brand messaging across a varied portfolio of both digital and traditional media with both national and local reach.
- Ability to develop and deliver internal and external communications and marketing strategies, with excellent analytical skills, ability to set ambitious and realistic targets, monitor and analyse market trends and make strategic decisions that drive growth and impact.
- Knowledge of online content management and effective KPI reporting.
- Innate understanding how important it is for an organisation like P3 to connect with stakeholders, with an ability to align impact, marketing and communications, with the skills to develop and deliver this strategically.
- A real creative eye who can effectively communicate vision and work collaboratively with internal and external design teams.
- Have an up-to-date knowledge of best practice and industry regulation.
- Exceptional level of attention to detail.

### Management

- Exceptional people management and diplomacy skills.
- Strong budget management skills.
- Excellent organisation, project management and time management skills.
- Ability to prioritise and manage own workload and support a team to manage theirs.
- Ability to adapt to and effectively manage change across a team.

“  
I feel their support and  
care. It's life  
changing.  
They created  
a safe and  
friendly  
space, where  
I can be  
myself.”



# HOW TO APPLY



**Application deadline:** Sunday 16 June, 11:59pm

**To apply:** Please ensure you read the full recruitment deck, then submit your CV using the *Apply* button on LinkedIn

Suitable applicants will be invited for an initial 20-minute Teams call with our Director of Fundraising, Marketing and Communications. This is an opportunity to ask any questions you have about P3 or the role to see if it's the right fit for you.

If your application progresses, you will be asked to submit a formal cover letter (maximum two pages) to accompany your CV, which should outline why you would like to work with P3 and how you meet the requirements in the person spec section of this recruitment document.

Those shortlisted will be invited for a formal in-person interview. If you're invited for an interview, we'll let you know what you need to prepare and what to expect.

**Please note that all applicants must either hold British citizenship, have settled status under the EU settlement scheme or have permanent leave to remain.**

**Applicants must hold a full UK driver's license and be willing to travel.**

**Have questions?** Contact our Director of Fundraising, Marketing and Communications: [erin.coburn@p3charity.org](mailto:erin.coburn@p3charity.org)



[WWW.P3CHARITY.ORG](http://WWW.P3CHARITY.ORG)