

JOB DESCRIPTION

Job Title:	Head of Brand and Marketing
Responsible To:	Director of Income, Marketing & Communications
Location:	Remote/Hybrid
Salary:	£36,862 to £48,575 (Grade E), dependant on experience plus 8% employer pension contribution
Hours:	1 FTE, 37 hours per week
Contract:	Established post

Job Purpose

- Responsible for the development & delivery of marketing, content, editorial, graphic design and brand across all channels, online and offline, to help drive our income generation, engagement of new audiences and broadening our appeal.
- Lead a small team of multi-disciplinary digital, content, marketing specialists to deliver exceptional digital user experiences, messaging and copy, high-quality visual designs and powerful marketing campaigns.
- Responsible for the delivery of key publications, including our member magazine Butterfly, various e-newsletters, podcasts and blogs and key publications and assets such as the annual review and impact report.
- Lead on shaping and implementing an integrated marketing strategy, ensuring relevant and timely audience-led communications using the full marketing mix.

Key Tasks and Responsibilities

Strategic

- Develop and deliver an integrated marketing, digital and content strategy which delivers results and grows BC's reach and income whilst supporting the directorate's strategy, and the organisation's overall strategic and annual business plans.
- Oversee the development, delivery and measurement of a range of targeted, integrated campaigns designed to grow our brand, increase income, drive engagement, and lead in delivering improved user experiences.
- Provide effective line management of small team, supporting, coaching and inspiring them to fulfil their full potential.
- Oversee budgets falling under your team and ensure maximum return on investment.
- Oversee contracts with and briefing of key suppliers.

- Analyse and report on campaigns and projects performance, making recommendations for improvement.
- Co-chair the Communications Network, a cross-organisational working group that ensures we champion audience focus, integrate comms, and create a stronger strategic role for all comms (external & internal).

Operational

- Lead the marketing team to ensure the successful execution of marketing campaigns and initiatives, and in delivering effective marketing support for the charity.
- Regularly report on progress and impact to key stakeholders.
- Work closely with the Comms & PR team, Income Generation teams, Membership, and other directorates to ensure campaigns which are in place drive future income and engagement growth.
- Ownership and stewardship of the brand strategy for the main BC brand and sub-brands.
- Be the overall guardian of the brand - how it looks, sounds and behaves, ensuring all content and collateral that is briefed & produced is on-brand and reflective of our guidelines.
- Manage and develop the BC brand, ensuring the organisation's brand identity and architecture supports its ambitions, and reinforce the position of the charity as a credible, evidence based but relevant and accessible voice.
- Manage and review all marketing collateral and digital content to ensure that our outputs are relevant and valuable to supporters, and strengthen our reputation, position, and brand.
- Create systems to coach and support BC staff and volunteers to ensure they are equipped to main the brand excellence both visually and tonally.
- Keep on top of market trends, continuously looking at ways to grow the brand's identity.
- Act as an advocate for improved user experience through digital transformation, and champion, develop and implement (working with other directorates) plans which focus on improved customisation and segmentation to improve accessibility and engagement and more effectively demonstrate value to users.

- Responsible for developing and implementing strategies and plans that promote BC and its communications through various channels like social media, Google Ads, website content and email – working with other members of the Operational Leadership team especially Head of Comms & PR.
- Work with the Digital Marketing Communications Manager and IT teams to develop BC's digital services for optimal user experiences, ensuring that decision making is consistently informed and underpinned by data. This includes Search Engine Optimization, Pay Per Click campaigns, Google analytics and wide-ranging website development.
- Maximise the use of BC's CRM system to support marketing activities, embedding their use to improve supporter engagement with the charities content, and very importantly to promote lead generation and conversion to donors' journeys (working with Income Generation and Membership teams).
- Ownership of the BC's website content and ensuring provision of support to content editors. Support of all other websites/portals to ensure brand & audience consistency.
- Develop a deep understanding of our supporters and their needs, and their potential, working closely with colleagues across the organisation (especially in Income Generation) - to identify opportunities and increase their value through planned and monitored supporter journeys.
- Oversee the production of our member magazine Butterfly.
- Champion, oversee or support the creation and delivery of key supporter communications such as emails, blogs, podcasts, videos, annual reviews, impact reports, animations etc. working with colleagues across the organisation.
- Work with colleagues to plan and brief content delivery in advance and maximise its value across various platforms.
- Work with the team to ensure out of hours cover for BC's social media channels.

General

- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Undertake any other reasonable duties as required and commensurate with the grade of post.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.

PERSON PROFILE

JOB TITLE: Head of Brand and Marketing

Technical/Specialist Skills	Essential	Desirable	Method of assessment
Educated to degree level or equivalent experience.	✓		A/I
Editorial and/or strong copy-writing experience.	✓		A/I
Experience of developing and implementing a digital strategy which has led to improved user experience and audience engagement.	✓		A/I
Experience of developing and delivering successful multi-channel, audience-led marketing strategies in support of organisation objectives.	✓		A/I
Experience developing and implementing a coherent brand strategy.	✓		A/I
Excellent writing and verbal communication skills, with the ability to influence and persuade	✓		I
Formal project management qualification.		✓	A
Experience of leading in website implementation.		✓	I

Budget Responsibilities			
Setting, monitoring and reporting on budgets.	✓		A/I

Line Management/Contractor Responsibility			
Excellent management skills with demonstrable experience of leading, developing and motivating a diverse team across a range of functions.	✓		A/I
Experience of managing a range of suppliers – from marketing and digital service agencies through to print suppliers.	✓		A/I

Working with Volunteers/Managing External Partners and others			
A collaborative worker able to build effective working relationships with a diverse range of colleagues and stakeholders at all levels.	✓		A/I

Personal Attributes			
Ability to problem solve and identify pragmatic solutions.	✓		A/I
Self-confident but open-minded.	✓		I
Innovative and proactive approach.	✓		I
Intelligent and politically sensitive.	✓		I
Flexible and responsive approach.	✓		I
Good team player, able to work effectively with people across the charity and beyond.	✓		I
Enthusiastic and self-motivated.	✓		I
Able to work well under pressure.	✓		I

Key: A = Application Form, I = Interview