



JOB TITLE: Head of Communications and Marketing

REPORTS TO: Chief Executive

LOCATION: Hybrid - Wandsworth, London 1 day a week with home working
Full Time, Permanent

Purpose

The Head of Communications and Marketing provides leadership and direction on all matters relating to communication and marketing across Back Up.

They are responsible for increasing reach and engagement with people affected by spinal cord injury and our supporters.

They will ensure impactful communications which; challenge perceptions of all that is possible after spinal cord injury, build the confidence and independence of those affected by spinal cord injury, support Back Up's sustainability and maintain Back Up's reputation as a fun, positive charity which transforms lives.

Shared Leadership for Back Up's Management

- Be a role model and champion the ethos and values of Back Up.
- Be an ambassador for Back Up at all times, attending events and meetings.
- Inform and develop Back Up's strategy, annual business plans and budgets.
- Ensure quality, professionalism, and adherence to legal obligations including risk management in everything we do.
- Share and own key operational decisions across functions (and provide operational support as required to colleagues in other teams).
- Ensure cohesive collaborative working across Back Up including with and between staff, volunteers and trustees.
- Be on call as part of Back Up's emergency processes and procedures.
- Other duties as required by the Chief Executive.

Leadership of the Communications and Marketing Function

- Lead the strategic development of Back Up's Communication and Marketing function, developing and leading a high performing team.
- Ensure the structure of the Communications and Marketing team is sustainable and fit for purpose as Back Up grows.
- Line management of the Communications and Marketing Manager and agency / contract management.

- Provide empowering and supportive management, enabling staff and volunteers to reach their full potential through self-development and objective setting in line with the business plan.
- Regularly review organisational communication and marketing tools and their effectiveness and lead future developments.
- Measure the impact of our communications and marketing, and report on progress to the leadership team and the board.
- Work in support of the Services Team to maximise opportunities for engagement with people affected by spinal cord injury.
- Work in support of the Fundraising Team to help grow fundraising to meet our ambition.
- Manage the Communications and Marketing budget. Maintaining robust financial controls, risk management systems and sound administrative processes, ensuring that expenditure is controlled in line with budgets as approved by the Board.
- Keep up to date with communications and marketing best practice and developments and share them with the team.

Communications and PR

- Develop and oversee the delivery and evaluation of our programme of external communications. Ensuring a constant stream of high-quality content across our channels.
- Lead on relationships with key charity partners around joint charity campaigns.
- Support the Chief Executive around internal communications.
- Deliver an increased presence in national and local media to raise organisational profile and support growth in services and fundraising.
- Lead media crisis plans and implementation.
- Manage reactive and proactive media activity, including developing organisational responses and messaging.
- Coordinate communication with our celebrities, patrons and ambassadors.

Marketing and Brand Ambassador

- Develop and champion Back Up's brand ensuring our vision, mission and values are central in all our communications and that our tone of voice, wider identity and brand principles are followed.
- Oversee the development of supporting materials, tools, assets and training which empowers the wider Back Up team to create high quality content and communicate with confidence.
- Manage key relationships with suppliers, printers, agencies and designers.
- Coordinate production of publications and marketing materials, including the Annual Report, impact report and strategy.

Web and Digital

- Lead and manage a review of current website and future development.
- Develop and deliver Back Up's digital strategy, coordinate proactive social and digital media plans.
- Optimise digital activity and digital campaigns.
- Manage the delivery all web content, ensuring user journeys and UX are optimised.

Coproduction and Engagement

- Ensure that Back Up's communications and marketing are led and driven by the needs of people affected by spinal cord injury.
- Undertake regular consultation and engagement through surveys, workshops and focus groups both internally and externally to ensure that Back Up continues to focus on the issues which matter to those we support.

Person Specification

- Significant experience of developing and leading teams with outstanding interpersonal skills; takes an empowering approach to leading staff and volunteers.
- A track record of meeting/exceeding communications and marketing targets, preferably within a voluntary sector environment.
- Able to build an effective brand in line with a charities values and vision to meet organisation goals (e.g. fundraising targets or increase use of services)
- Able to use social media tools, preferably on behalf of an organisation or campaign to meet or exceed targets.
- Able to coach/support or train others to write/communicate well.
- Proven skills in online communications, including managing websites, content management systems and e-newsletters.
- Highly organised, able to plan and balance the need to support income generation with delivering impact for people who could benefit from Back Up's services.
- Excellent written, verbal and presentation skills, including the ability to write concisely and with impact. Have an eye for detail and accuracy.
- Strong team working orientation; collaborative, flexible and supportive with great listening skills.
- Project management skills: ability to plan and deliver projects on time, within budget to meet or exceed an objective.
- A strong creative and proactive approach to all areas of work, with ideas of how to engage target audiences and drive actions through communications.
- Commitment to quality.
- Willing and able to work occasional evenings and weekends and to travel.

In addition, candidates that demonstrate any of the following desirable criteria will be at an advantage:

Lived experience of disability/spinal cord injury.

TERMS AND CONDITIONS

Type of Employment

- Full time Permanent contract

Pay

- £48,000 - £53,000 (FTE) per annum dependent on experience (inc. 5% London Allowance).

Location

- We offer flexible working with the opportunity to work predominantly from home (in the office one day a week) or fully office based (Wandsworth) depending on the candidate's preference.
- Some flexibility of working location may be required in accordance with the needs of the charity.

Hours of work

- Your normal hours of work will be between 9am and 5pm
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance or meet particular needs as required.

Probation

- There will be a six-month probation period.

Notice Period:

- Three calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible

Staff Benefits

- Holiday -You are entitled to 22 days paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days. Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.
- Pension - Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme.
- Generous sickness pay provision.
- Access to financial advisor – annual initial exploratory meeting with an independent FSA.
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Compassionate leave.
- Study and sabbatical leave.
- “My day” – 17.5 (pro rata) hours per year to carry out voluntary work
- Life Assurance – 3 times annual salary.