

JOB DESCRIPTION

Position:	Head of Marketing
Responsible to:	Director of Fundraising and Marketing
Responsible for:	Digital Communications Manager, Senior Graphic Designer
Works With:	Senior Leadership Team, other League departments, external organisations and other interested parties
Location:	Hybrid working – office in Godalming and home

Overview:

As Head of Marketing, you will drive the League's brand marketing and digital engagement work. You will provide operational leadership for the League's Digital and Brand & Creative teams, overseeing our development of marketing collateral including our website, social media, and printed materials. You also manage brand and marketing projects and activities, including the tracking of audience insights and the development of our target audience profiles, and you will manage the League's ambassador programme.

You will use your extensive marketing and brand experience to build awareness and support for the League, while protecting the integrity, consistency and excellence of our brand and marketing output. You will also use your stakeholder management skills internally and externally to deliver on key marketing objectives. You will deputise for the Director of Fundraising and Marketing as needed.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- Lead the League's Brand & Creative and Digital Engagement teams, inspiring and supporting colleagues to deliver outcomes which enable the charity to meet its strategic objectives.
- Oversee the management of the League's brand identity, positioning and tone of voice, to maximise our brand equity.
- Lead on the development and delivery of marketing, brand and awareness projects and campaigns.
- Drive a data-guided, insight-led approach to inform our marketing activities and campaigns.
- Manage planning, budgeting and reporting across the Marketing function.
- Deputise for the Director of Fundraising and Marketing as and when needed.

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Principal Responsibilities:

1. Leadership

- Provide day-to-day leadership for the League's Marketing teams and all their activities, including the development and delivery of brand, marketing and social media programmes and campaigns, to maximise awareness and support for the charity.
- Provide inspiring leadership to manage and motivate staff to deliver on their targets, by ensuring they have clear objectives, key performance indicators (KPIs) and development plans.
- Lead on planning and budgeting processes for the Marketing teams.
- Provide sound budgetary management advice and guidance to the teams.
- Produce monthly reports for the Marketing function.
- Lead on the consistent use of the Supporter Engagement CRM across all teams.
- Maximise the use of automated workflows across the Marketing teams.
- Deputise for the Director of Fundraising and Marketing as and when needed.

2. Marketing

- Manage assigned marketing, brand and awareness projects (e.g. the Business Without Bloodsports Pledge), to drive support for our work.
- Co-ordinate the strategic provision of creative support to all League teams, particularly our Campaigns and Fundraising teams.
- Supervise the management of our brand, acting as a brand guardian when necessary to ensure content is on brand and adherent to brand guidelines.
- Oversee our digital strategy and ensure it meets agreed goals and objectives.
- Ensure the website is maximised for SEO.
- Manage the League's Ambassador programme, of celebrity supporters and high-profile influencers who can raise awareness and win support for our cause.
- Share creative insights and opportunities to enhance knowledge and performance within the League
- Conduct supporter research as required, including to test and develop new initiatives
- Complete analytics for all campaigns to measure their effectiveness against KPIs.
- Research and monitor competitors and identify trends to inform planning.
- Establish a process for benchmarking the brand's performance, to ensure that campaigns are relevant and competitive.

3. General

- Develop and maintain excellent working relationships with colleagues across all the charity.
- Ensure all work is in line with company policies and processes, in particular health and safety and information security.
- Ensure all marketing activities are fully compliant with charity and data protection regulations.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Perform any other duties that are reasonably asked of you.

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Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		<ul style="list-style-type: none"> ▪ CIM Certificate in Professional Marketing or similar professional qualification
Experience and Knowledge	<ul style="list-style-type: none"> ▪ Previous experience in a Marketing Manager or Brand Manager role. ▪ Thorough understanding of strategic marketing management. ▪ Digital marketing experience, including SEO and social media. ▪ Understanding of creative and design processes. ▪ A demonstrable understanding of the role of a brand in positioning an organisation. ▪ Experience of developing and managing brand guidelines. ▪ Experience of leading and motivating a team to achieve organisational objectives. ▪ Evidence of effective project management; planning and management of resources, finance and staff. ▪ Sound understanding of data management. ▪ Proven experience of managing marketing projects. ▪ Excellent knowledge of relevant charity regulations including the GDPR. 	<ul style="list-style-type: none"> ▪ Understanding of a range of fundraising activities. ▪ Understanding of a range of advocacy and campaigning activities. ▪ Experience of financial processes and accounts.
Skills and Competencies	<ul style="list-style-type: none"> ▪ Ability to lead, inspire, motivate and influence others to achieve the League's objectives. ▪ Excellent communication skills, both written and verbal. ▪ Strong project management skills. ▪ Ability to think strategically, anticipate implications of decisions and identify trends. ▪ Ability to establish and maintain excellent working relationships at all levels of the organisation. ▪ Excellent judgement and creative problem-solving skills. 	<ul style="list-style-type: none"> ▪ Advanced MS Word, Excel, PowerPoint and Outlook competence. ▪ Advanced knowledge of CRM systems, including Engaging Networks and Raiser's Edge.

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	<ul style="list-style-type: none"> ▪ Ability to analyse and understand situations, and make rational judgements based on relevant information. ▪ Ability to use data to guide and inform decision-making. ▪ Attention to detail. ▪ Ability to talk to anyone in a diplomatic yet inspiring way. ▪ Confident and persuasive engagement skills, including negotiation and conflict resolution. ▪ Intermediate MS Word, Excel, PowerPoint and Outlook. ▪ Knowledge of CRM systems 	
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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: