

Job description

Head of Marketing - Permanent role preferred but we would consider temp to perm

Reports to:	Director of Marketing and Digital
Based at:	Coeliac UK Head Office, High Wycombe with the possibility to regularly work from home by prior agreement with your line manager
Salary grade table:	Specialist (SP2), c£45-£50k based on experience
Hours:	35 hours per week
Holiday:	36 days a year including Bank Holidays
Line management:	c.4 FTEs
The role:	An exciting new role in an expanding team, ideal for someone who's an established marketeer and wants to make a difference. The Marketing & Digital Directorate objectives are to raise awareness of coeliac disease, extend our reach to a wider audience, grow our reputation with a variety of audiences, and maximise engagement. The Directorate operates as an in-house agency providing consultancy, creative generation, and managing all marketing across all channels and platforms.

Key responsibilities

- The core responsibility is to lead and deliver against all marketing objectives across the organisation – this includes working with Fundraising, Evidence and Policy, Commercial and Membership & Volunteering Directorates to develop strategies, activities and marketing communications. The role is very varied with good opportunities to generate creative solutions across our channels, including website, email, app, events, PR, magazines and social media.
- We are also implementing a number of new initiatives for the charity including revising our Vision, Mission and Values, plus developing a new brand proposition. This will be rolled out across the year and will require the Head of Marketing to work closely with the Director of Marketing & Digital and the CEO to implement this. We are also working on a new website to launch under the new brand proposition in early 2025 – the content and activation of this falls under the remit of the Head of Marketing, with the Director of Marketing & Digital supporting on strategy, and the Head of Digital providing all delivery.

Knowledge, skills and experience

- >10 years Marketing and Communications experience with at least three years at senior management level
- Strategic leader able to see the big picture and deliver the detail
- Motivational and supportive manager able to guide and develop team members
- Cooperative team player with practical 'can do' attitude incorporating a flexible approach
- Evidence of successfully managing complex projects and budgets and the ability to work accurately and at pace

- A positive, personable and confident communicator, able to adapt to suit a variety of stakeholders and audiences
- Highly organised with great attention to detail
- Able to work to deadlines and prioritise tasks
- Up to date with current Marketing and Communications best practice
- Self motivated and able to work without close supervision
- Excellent writer and confident proof reader
- Experience in development of content production processes
- Ability to create excellent presentations that inform and engage
- Proven brand management experience
- Experience in web development/management
- Good IT/digital skills – including MS Office, CRM systems, email marketing tools, social media platforms and not essential, but some InDesign and Photoshop experience a bonus
- CMS and website content management experience
- Excellent budget management skills, with necessary skills to produce, monitor and interpret financial information and reports

Competencies

1: General profile
Provides leadership for staff within a specialised discipline or process area
Recognised expertise in own area within the organisation. Shares expertise with colleagues and others; offers mentoring and guidance to others
Provides specialist leadership for staff and work teams or task forces, particularly on emerging areas within specialised functional or process areas
Co-ordinates the delivery of client service (internal and/or external clients) to maintain client satisfaction and identify performance gaps, as well as new or emerging needs
Understands relevant organisation issues and the organisation's operational procedures and connects these to work priorities
2a: Technical expertise; building & maintaining
Provides specialist leadership for staff and work teams or task forces, particularly on emerging areas within specialised functional or process areas
2b: Technical expertise; applying & anticipating
Applies knowledge/skills through handling complex problems and/or coordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
3a: Client/organisation orientation; client response
Anticipates client needs, investigates the underlying causes and identifies short/long term solutions
3b: Client/organisation orientation; organisation understanding
Decisions impact own work group/team; may have impact on functional objectives
3c: Client/organisation orientation client response; costs
Establishes short and mid-term work plans and optimises resources to ensure that work area objectives (e.g., productivity, quality, costs) are consistently met
4a: Creating & delivering solutions; problem solving
Assists in developing budgetary/financial objectives for discipline/team
4b: Creating & delivering solutions; planning & organising
Manages own time and that of others; develops plans for work activities in own area over the medium/long term & supports strategic planning activities
5a: Working relationship; communicating, negotiating & influencing
Main focus is on influencing functional strategy
5b: Working relationship; teamwork, coaching & guiding
Acts as facilitator and mentor; moves the team forward
5c: Working relationship; networking
Creates extensive networks internally and externally

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.