



## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Head of Marketing and Communications</b>
<b>Department:</b>	<b>Marketing and Communications</b>
<b>Directorate:</b>	<b>Policy and Communications</b>
<b>Reporting to:</b>	<b>Director of Policy and Communications</b>
<b>Line Manages:</b>	<b>Marketing Manager, Media and PR Manager, Content and Creative Services Manager and Senior Internal Communications Officer</b>
<b>Location:</b>	<b>Avonmore Road, London W14 8RR</b>

### **About Independent Age**

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values. We are;

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

### **Job Purpose**

This is an exciting role and will play a critical part in building our reputation and raising the public awareness of Independent Age. The post-holder will provide leadership and strategic direction for Independent Age's marketing and communications programme.

The Head of Marketing and Communications will plan and deliver marketing and communications strategies that will build our reputation and significantly raise our profile with a wide range of key audiences.

The post-holder will be responsible for tailoring our messaging, developing innovative marketing initiatives and the operational delivery of our marketing and communications

activities. This post will provide clear and decisive leadership to the Marketing and Communications Team. With responsibility for leading the cross-organisational Content Creation and Planning Coordination Groups, the Head of Marketing and Communications will have responsibility for ensuring our content is consistent and is shared and used effectively throughout the organisation. The Head of Marketing and Communications will work closely with the People and Organisational Development Lead and the Senior Internal Communications Officer to ensure that we have an effective internal communications strategy and programme that will engage and inspire all our staff. The Head of Marketing and Communications will support the work of other colleagues from across the organisation, providing authoritative marketing and communications direction to support the delivery of our corporate objectives.

## **Key Responsibilities**

- Working closely with the Director of Policy and Communications in leading the development and implementation of our corporate marketing and communications strategies; ensuring that they are progressive, build our reputation and significantly raise our profile.
- Ensure that our brand is understood and consistently applied across the whole organisation.
- Develop and deliver a profile-raising strategy and support the Media and PR Manager to ensure that we have a proactive approach to raising our profile across external media channels, including traditional press, broadcast, digital and social media.
- Lead the development of, and maximise engagement with, our owned channels, including our website(s), social media, corporate publications and other key communications channels.
- Working with the People and Organisational Development Lead to oversee the development and operation of our internal communications programme.
- Lead and advise on major cross-directorate marketing and communications initiatives; working with peers in other Departments to manage effective relationships to ensure cohesive delivery across Independent Age.
- Lead the cross-organisational Content Creation and Planning Coordination Groups; ensuring consistency in our communications.
- Be responsible for undertaking high-level negotiations and developing productive relationships with content creators (including senior journalists, editors and other opinion formers), channel owners (traditional and digital media), external suppliers (market research, creative services, digital and PR) and other key stakeholders.
- Be responsible for resource planning, managing dependencies and the delivery of multiple programme activities in the marketing and communications department against the strategic plan.
- Lead the development of the department's annual narrative and financial plans
- Build a close working relationship with the Senior Leadership Team.
- Occasionally work with Trustees in relation to their areas of expertise.
- Represent Independent Age externally (with media channels, advisory groups, speaking at conferences or with the charity's external partners).
- Develop and maintain high-level relationships with marketing and communications suppliers, supporters and partners.
- Demonstrate collegiate, empowering and inspirational leadership:
  - Providing effective performance management of any reports with agreed objectives and development plans in place to enable them to perform their roles effectively;
  - Effectively managing any budgetary or financial responsibility, embedding a

- culture of financial awareness and scrutiny;
- Maintaining compliance and adherence with all processes to ensure good governance.

## **General Responsibilities**

- Undertake any other duties commensurate with the level of the role
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team
- Share in our commitment to safeguarding adults at risk of harm
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy

## **PERSON SPECIFICATION**

### **You should have...**

- Substantial experience of developing and implementing innovative and successful marketing and communications strategies.
- Significant experience in leading and developing marketing and communications teams.
- A proven track record of initiating and delivering marketing and communications strategies in a not-for-profit or business to consumer environment, including utilising owned and paid for media, that have built understanding, awareness and engagement.
- Proven success in growing a brand, and raising the profile of an organisation using a variety of marketing and communications tools and media
- Experience of working in a senior team to develop, communicate and implement a business plan.
- Experience of developing and implementing an internal communications programme.
- Experience of financial and budgetary management.
- A sound understanding of marketing and communications planning, positioning strategy and brand management.
- Knowledge of market, audience and broadcast research and strong analytical skills generating insights from research data.
- Applied knowledge of different media channels for different audiences, especially digital.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Exceptional interpersonal skills and able to influence/persuade a wide range of stakeholders.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- A demonstrable passion for, and affinity with, our cause.

## **Ideally, you would have...**

- Evidence of continuous professional development.
- Experience of brand development and management within extensive networks of stakeholders and users.
- A demonstrated ability to manage senior level corporate relationships and negotiations with third party suppliers.
- A good network of external influencers (inc. journalists, editors, opinion formers, other charity M&C leaders).
- Experience of the development and application of crisis communication management strategies.
- Experience of public speaking and media work.
- A good understanding of the ageing/older persons sector and the organisations working to improve the lives of older people.