



Head of Marketing & Communications

Salary: Circa £35-£40k depending on experience

Location: Fleet, Hampshire (Close to M3 and Fleet Train Station)

Hours: Full-time, office based, 35 hours per week

Reporting to:

Director of Marketing, Communications and Community Investment

Role purpose:

To develop and deliver a communication strategy supporting the charities key priorities and strategic plan and the marketing promotion and growth of our membership, ambassador and volunteer programmes.

The Head of Marketing & Communications will have line-management responsibility for a team of four.

Key responsibilities:

- Deliver and develop the strategic marketing and communications plan to support the charity's business objectives, to build awareness of its work and drive fundraising income.
- Deliver and develop the individual giving strategy to support the growth of the membership programme, legacy and campaign income and stewardship of individual supporters.
- Managing workload, prioritising and scheduling activities across the entire spectrum of communications disciplines including: media and public relations, ambassador liaison, internal communications, brand management, internal communications, advertising, marketing, digital and social media, publications and production of materials.
- Responsibility for performance, direction and staff within marketing and comms team.
- Leading on developing relations with key influencers and managing all media communications.
- Responsibility for the development and management of the website, including generating content, search engine optimisation, making improvements to functionality, maximising its potential and monitoring its performance
- Leading and expanding social media presence, sourcing and sharing newsworthy information from across the charity.
- Enhancing communications with colleagues and regional volunteers and develop an understanding of the charity's work and needs of its users
- Leading on creation, copy-writing and production of marketing materials and key publications including Spoonnews and the Impact Report.

- Leading project management, planning, budgeting, execution and evaluation of marketing events and activities

Person Specification

Qualifications

- Educated to degree level or equivalent

Experience

- A minimum of five years working in marketing or communications role, ideally in a similar sector
- A minimum of two years working in the charity sector, with a strong understanding of the importance of first-class stewardship, individual giving and excellent volunteer management
- Staff management experience with a commitment to building a strong team ethic whilst developing each individual's skills and ambitions
- The ability to combine long-term planning and short-term reactive work, and excel in both
- Strong verbal, written and interpersonal communications skills
- Attention to detail and editing skills to ensure that all communications adhere to high standards
- Excellent leadership and project management skills
- Ability to think creatively
- Desire to bring Wooden Spoon's values of passion, teamwork, fun and integrity alive
- Strong belief in the work of Wooden Spoon and the impact it has on children and young people's lives.

To apply, please send your cover letter and CV to Juliette Gillard, jgillard@woodenspoon.org.uk by Wednesday 5 June.

First Interviews: 11 and 12 June.