

**JOB DESCRIPTION – Head of Marketing**

**Orphans in Need**

We’re a UK based organisation, supporting over 30,000 orphans and their families in 14 countries. We support those who cannot provide for themselves, delivering sustainable, long-term solutions to those in need. We offer regular food parcels, cover fees for education and healthcare and support orphanages abroad.

## Orphans in Need believe that every child, everywhere, has the right to a happy and healthy life. This means we work hard to find solutions that are sustainable. We offer regular, consistent support to those in need so that the children in our care can develop over time, giving them the chance to create a brighter future.

What can be a better use of your marketing expertise than to help an orphan in need? If your answer is nothing, then this is the ultimate opportunity for you to propel the Orphans in Need brand to reach the widest possible audiences.

**About the role**

You will lead and inspire the Marketing team, develop integrated workplans, and drive the creation of campaigns throughout the year.

With support from other SLT members you will develop and drive a new marketing strategy, audit all existing marketing channels and develop new Fundraising and Marketing campaigns.

We are going through a digital transformation, you will lead this transformation from a supporter perspective.

**Key deliverables**

**Marketing strategy**

* Lead, develop and deliver the Orphans in Need marketing and communications strategy, which will include brand management, marketing communications, print, digital, and social media channels.
* Evaluate the performance of marketing and communications channels and implement improvements where needed.
* Ensure all plans are integrated across fundraising, marketing and comms teams.
* Play a key role as a member of the Senior Leadership Team in developing and delivering OIN’s strategic priorities

**Brand management**

* Develop brand assets and act as a 'brand guardian', ensuring the brand guidelines are followed and there is consistency across all messaging

**Marketing communications**

* Lead on the development of key campaigns, which includes the development of all creative assets.
* Provide effective leadership for team members delivering marketing activities, ensure digital marketing and branding plans are in place and act as an inspiring role model at all times.
* Lead on copywriting and production of Orphans in Need marketing and communications materials for current and potential supporters, partners, volunteers, schools and other audiences
* Oversee the maintenance of an asset bank consisting of video, images, case studies etc
* Develop and implement the marketing strategy to ensure campaigns achieve maximum impact
* Provide strategic input to cross-organisational projects and seek to identify steps to accelerate progress and maximise the impact of OIN’s campaigns activities.

**Campaigns**

* Lead on the campaign creative process with internal teams.
* Establish and organisation campaign calendar which includes all assets and deliverables, and is integrated across all teams and channels.
* Create processes which would ensure all decisions are data/knowledge driven, digitally-led and innovative
* Ensure all field trips are planned into colleagues’ workplans, budgeted and executed with KPIs and clear deliverables.

**Video content**

* Develop asset library
* Commission trips to ensure OIN has enough video and photographic assets needed to drive aggressive digital marketing campaigns.
* Audit of footage and tools

**Digital Strategy**

* Lead Orphans in Need’s digital marketing activity, produce content and maximise the performance of our website and all relevant social media channels

**Media & PR**

* Develop and deliver a media and PR plan to increase awareness and engagement with key audiences including corporate partners, volunteers and schools
* Ensure spokespeople are trained and supported, and act as a spokesperson when necessary

**Team management**

* Line manage a Marketing team, which includes Designers, Copywriters, Social Media & Digital Officer and Communications Officer, ensuring they are supported and developed
* Ensure digital marketing and branding plans are in place
* Provide effective leadership and build strong working relationships within the department, and across the organisation to ensure integrated marketing plans are developed and implemented to achieve maximum impact with external audiences

**General duties**

* Manage relationships with suppliers including printers, photographers, designers and agencies
* Manage the marketing and communications budget and report on return on investment
* Other ad hoc duties as appropriate for the charity during our scale-up phase
* Any other duties commensurate with the accountabilities of the post

**PERSON SPECIFICATION**

**Experience**

* 5+ years of experience in a senior marketing and communications role, ideally in the charity sector
* Proven experience of developing and delivering marketing and/or communications plans
* Experience of developing and delivering PR campaigns, including media relations
* Experience of commissioning and managing external suppliers and agencies
* Experience of supportive and effective line management

**Education**

* Undergraduate/postgraduate qualification (ideally in a related field)
* Member of industry boards (desirable)

**Skills**

* Outstanding verbal and written communication skills
* Skilled copywriter with the ability to communicate messages in a clear and engaging way
* A creative thinker with the ability to work across multiple online and offline channels
* Superb organisational skills with a proven ability to prioritise work to meet deadlines
* Strong interpersonal skills with the ability to build positive relationships and influence others
* Ability to articulate OiN’s vision and mission with passion
* Ability to provide advice and support at all levels within the organisation
* Flexible, adaptable, tenacious and enjoys working in a fast-paced growth environment
* Highly self-motivated and able to work autonomously, take initiative and make decisions
* Ability to meet deadlines and targets and adopts a goal-oriented approach to work
* Sound knowledge of GDPR regulations
* Commitment to Orphans in Need’s core values and strategic direction