

Director of Marketing & Communications (Parental Leave Cover) Job Description

Job Title:	Director of Marketing & Communications
Hours:	Part-time, 0.8 (28 hours per week)
Contract:	Fixed term (10 months)
Salary:	£56,608 FTE (pro rata for 4 days per week £45,287)
Reports to:	CEO

Purpose:

To lead and steer strategic marketing, communications and support implementing a robust evaluation strategy to communicate A New Direction's impact, build strong partnerships and drive revenue growth.

To actively contribute to business development, overall strategic planning, organisational management and governance so A New Direction can continue to deliver for children and young people in London.

Expected Outcomes & Impact:

- Effective strategic communications and marketing initiatives that enhance brand recognition, engage key stakeholders, and communicate A New Direction's impact.
- Active participation in strategic planning, governance and organisational management ensures a welcoming and inclusive working culture for the staff team and contributes to A New Direction's continued success in delivering high-quality services and opportunities for children and young people, promoting positive outcomes and lasting impact.
- Contribute to the Fundraising and Development Strategy resulting in a diversified and strengthened funding portfolio and strong relationships with funders, ensuring the sustainability of A New Direction's ability to work towards its vision and mission.

Core Responsibilities:

Strategic Communications and Marketing:

- Lead and oversee A New Direction's Marketing and Communications Strategy, guiding accessible marketing and communications initiatives aligned with our values that effectively communicate A New Direction's impact, vision and mission, maximise brand visibility and engage diverse audiences.

- Manage media relationships and PR opportunities, ensuring positive press coverage and representation in relevant networks.
- Collaborate with colleagues to effectively communicate programme impact and outcomes alongside the collective impact of our work.
- Ensure data-driven insights are used to measure campaign performance and adjust strategies as necessary.

Brand management

- Work closely with our brand agency to ensure (ongoing) brand activation work is carried out effectively.
- Communicate updates to the wider team, including the Board
- Support our brand awareness as we venture into new projects e.g. online donations, potential office move, and corporate sponsorship strategy.

Digital Platforms management

- Maintain regular contact with our web agencies to ensure all our five (soon to be 6) websites are being managed as best as possible.
- Ensure content is up to date by working closely with the wider team.
- Support wider team with both websites and intranet related issues and content uploads.
- Where required, consider the implications of Gen AI on our content, and work closely with web agency and other Directors to resolve issues and concerns.

Fundraising and Development:

- Work with the CEO and external freelancers to support the implementation of A New Direction's Fundraising and Development Strategy, in collaboration with fellow Directors.
- Manage the implementation of our (currently in development) online donations platform by working closely with the Finance Director and wider team.
- Support the organisation to develop and build on an Individual Giving Strategy.
- Contribute to the identification and cultivation of major donors, foundations, and corporate partners and lead on the individual giving pages
- Oversee the execution of successful grant applications, fundraising campaigns, and sponsorship packages.
- Ensure comprehensive funder/donor stewardship, including timely reporting, acknowledgement and engagement.

CRM system, Impact and Evaluation:

- Work closely with the Senior Impact and Insight Manager to jointly lead A New Direction's monitoring, evaluation, and impact assessment, ensuring that data collection and analysis align with our goals and are effectively communicated to internal and external stakeholders.
- Collaborate with the Senior Impact and Insight Manager to analyse and interpret data from various sources, creating insights for improved decision-making and strategy.

- Work with the Senior Impact and Insight Manager and CRM support agency to ensure cases are managed efficiently, arrange training, and liaise with team members if issues arise.

Data Protection and Relationship Management:

- Take a leading role in overseeing the implementation of data protection policies and practices, ensuring compliance with relevant regulations, and fostering a culture of data security within the organisation.
- Ensure that all marketing and communications, fundraising and evaluation-related data handling and information management adhere to data protection regulations and A New Direction's data protection policies, maintaining the privacy and security of sensitive information.

Leadership and Governance:

- Collaborate closely with the CEO, Directors, and Board of Trustees as an integral part of the senior leadership team, actively contributing to strategic planning.
- Build and maintain productive working relationships with the Board of Trustees and provide necessary information, reports, and updates to assist Trustees in fulfilling their governance responsibilities effectively.
- Act as the public face of A New Direction, representing its values and mission to external stakeholders, as required.
- Ensure consistent use of A New Direction's organisation-wide data, information and work/task management software, including Salesforce and Monday.com.
- Drive innovation and propose new ideas to enhance organisational efficiency and effectiveness.

People Management and Team Leadership:

- Provide effective and empathetic leadership and support to the Marketing and Communications team, and lead and manage the work of staff, freelancers, and consultants as required.
- Assign work, manage team capacity, prioritise tasks, and monitor workload to ensure efficient and effective programme delivery while promoting team wellbeing and providing necessary support.
- Provide empathetic, clear, and supportive line management to allocated team members, fostering a positive working environment and supporting their wellbeing and professional learning and development.
- Support the learning and development of team members through team-wide L&D, mentorship, guidance, and professional development opportunities, empowering the team to achieve their full potential and contribute effectively to A New Direction's success.
- Collaborate with Directors and relevant colleagues to ensure HR policies are up to date, communicated with the team, and consistently implemented.
- Provide leadership and guidance to the Marketing and Communications team and wider teams regarding communications, impact and fundraising.

Working Culture and Living Our Values:

- Everyone who works at A New Direction is expected to adhere to our policies and procedures, work in a way that is aligned with our values and contribute to creating an inclusive and welcoming working environment.
- Actively promote an environment that values diversity and ensures equal opportunities for all employees. Collaborate with relevant teams to advance EDI initiatives, such as setting goals and measures to improve diversity and foster inclusion across the organisation.
- Collaborate with the Executive Team and relevant colleagues to ensure the development and implementation of A New Direction's action plans relating to EDI and Living Our Values.

Undertake other duties which may reasonably be required.

Special conditions:

This role is open to hybrid working. Our general expectation is that team members spend 50% of their working hours each week rounded down to the nearest day, working from our office space.

It is likely that on occasions, this role will be required to work unsocial hours, including evenings and weekends. We operate a TOIL (time off in lieu) system.