

Job Title: **Head of Marketing and Communications**

Reporting To: **Chief Operating Officer**

Job Summary:

The Head of Marketing and Communications plays a pivotal strategic role in shaping, developing and delivering compelling marketing and communications strategies that strengthen the Charity's brand, deepen audience engagement and drive sustainable income growth aligned to organisational objectives.

The Marketing and Communications team operates with a group wide remit, supporting all areas of the charity with a diverse portfolio of proactive and reactive marketing and communications activity. As a dynamic and fast paced organisation engaging multiple audiences, including donors, beneficiaries, and partners, the postholder will be a leader who can provide visionary direction across all marketing, PR, digital, brand and content functions.

The postholder ensures the delivery of powerful, consistent and mission driven messaging that enhances public trust, supports fundraising ambitions, fosters meaningful community engagement and amplifies the lifesaving impact of the charity.

Main Duties of the Post:

The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.

Strategic Leadership

- Develop and lead an integrated, organisation-wide marketing and communications strategy that aligns with long-term organisational goals and drives brand strength, engagement and income growth.
- Provide inspirational leadership, fostering a culture of innovation, continuous improvement and excellence.
- Deliver effective line management to the internal marketing and communications team, strengthening career pathways through structured development, targeted training opportunities and robust succession planning.
- Ensure high quality and efficient delivery through external partners (including suppliers, contractors and freelancers).



- Use data, insight and audience segmentation to inform strategic decisions and shape high impact campaigns that deepen engagement across priority audiences.
- Drive innovation by embedding test and learn approaches, adopting emerging technologies and championing audience-first planning across all channels.
- Foster a culture of collaboration, creativity, learning accountability and high performance.
- Play an active and influential role, contributing to cross functional projects, organisational planning and strategic initiatives.
- Act as an advisor to the Senior Leadership Team on brand strategy, reputation management (including crisis management), marketing performance, risk and organisational communications.

Brand & Reputation Management

- Evolve, and protect the organisation's brand identity, ensuring it strengthens recognition, deepens public trust and builds meaningful emotional connection with key audiences.
- Ensure consistent and high-quality brand application across all channels, materials, services and stakeholder touchpoints, maintaining alignment with strategic objectives and organisational values.
- Oversee media relations, crisis communications, and reputation management, providing confident leadership during high-risk or high-profile situations.
- Act as the organisational guardian of strategic messaging and tone of voice, ensuring clarity, authenticity and consistency across all internal and external communications.
- Steward the charity's visual identity, tone of voice and brand architecture, ensuring cohesive application across both the charity and trading operations.
- Champion storytelling rooted in authenticity, lived experience and demonstrable impact, ensuring content builds understanding, engagement and trust while respecting dignity and safeguarding principles.

Strategic Direction

- Design and deliver a multi-year Marketing, Communications and Digital Strategy aligned with organisational priorities and future growth ambitions.
- Shape county level marketing and engagement plans that enable and enhance regional fundraising, community engagement and partnership development.
- Oversee multi-channel marketing campaigns that support income generation, audience growth and deeper engagement across communities.



- Lead the organisation's digital strategy, covering website performance, SEO, paid advertising, analytics and digital innovation.
- Ensure the production of high-quality, engaging content across all channels, including social media, film, print and editorial.
- Lead proactive, purpose driven media relations and news generation that build credibility, strengthen public confidence and articulate the Charity's lifesaving impact with accuracy and integrity.
- Deliver values-led external affairs activity by engaging MPs, stakeholders and regional media through clear, strategic communication, while stewarding crisis response with calm, transparent, and timely messaging that protects dignity, upholds safeguarding principles and maintains organisational reputation.
- Cultivate strong relationships with media outlets, partners, agencies and key stakeholders.
- Oversee the development, optimisation, and performance of all digital channels, including website, online shop, social media and digital content, ensuring user-led experiences, high-quality creative output and sustainable online income growth.
- Lead data driven digital marketing by shaping segmented supporter journeys, delivering integrated multi-channel campaigns and embedding test and learn, analytics and performance reporting to drive continual improvement and maximise engagement.

Internal Communications

- Partner with HR and senior leaders to communicate key initiatives, strategic priorities and cultural programmes with clarity, consistency and impact.
- Develop and deliver an internal communications strategy that strengthens transparency, fosters employee engagement and reinforces the Charity's culture and values.
- Collaborate across departments to ensure internal messaging aligns with and amplifies organisational priorities, supporting cohesion, understanding and shared purpose.

Budget & Performance Management

- Lead departmental budget setting, reforecasting, and resource planning, ensuring effective allocation of funds and maximising return on investment across all marketing and communications activity.
- Manage marketing and communications budgets with strong financial oversight, ensuring campaigns are delivered efficiently, cost-effectively and in support of organisational income targets.



- Oversee robust performance tracking, evaluation, and benchmarking frameworks across all workstreams to drive continual improvement, evidence impact and inform strategic decision-making.
- Ensure full compliance with relevant regulations and standards, including GDPR, advertising codes, fundraising and brand licensing requirements, safeguarding organisational reputation and minimising risk.

Other Duties

- Work occasional evenings and weekends, as required, in accordance with the Charity's operations.
- Be flexible and carry out other duties that may arise, develop or be assigned in line with the broad remit of the post.
- Maintain and improve professional competencies through continuous professional development.
- Ensure compliance - including but not limited to:

Core Codes of Practice

- CAP Code (non-broadcast)
- BCAP Code (broadcast)
- Ofcom Broadcasting Code
- 2025 Code of Fundraising Practice (Fundraising Regulator) - core principles and detailed expectations.

Essential Legislation

- DMCCA 2024
- Data Protection & Privacy Legislation - UK GDPR, Data Protection Act 2018 and Privacy and Electronic Communications Regulations (PECR)
- Upcoming Changes - Data (Use and Access) Act 2025 - introduction of a soft opt-in for charities.
- Business Protection & Consumer Protection regulations
- Sector-specific rules (FCA, MHRA, Gambling Commission, etc.)
- Consumer protection laws
- Gambling Act 2005 (raffles/lotteries)

Professional Standards (Ethical)

- CIPR Code
- CIM Code
- IPA Standards

Regulators

- Fundraising Regulator
- Charity Commission
- ICO
- Gambling Commission
- Local authorities (for collections)



The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.

FREEDOM OF INFORMATION



The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.