



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

Dept.: **Marketing**

	Essential/Desirable	Evidence
<p>A: EDUCATION QUALIFICATIONS AND TRAINING (Level of education, specific qualifications, specialised training, training requirements for the job)</p>	<p>Essential</p> <ul style="list-style-type: none"> Degree or professional qualification in marketing/communications (CIM, CIPR), or equivalent career-based experience. Demonstrable CPD in marketing, digital, brand, or strategic communications. <p>Desirable</p> <ul style="list-style-type: none"> Master's degree (MA/MSc/MBA). Chartered status (CIM or CIPR). Specialist digital certifications (e.g., Google, HubSpot). Charity-sector regulatory training (Fundraising Regulator, ICO). Leadership/management training (ILM/CMI or equivalent). Project and/or change management training. 	<p>Application Form</p> <p>Certificates</p> <p>Registration</p> <p>Documents</p> <p>CPD Portfolio</p> <p>Interview</p>
<p>B: EXPERIENCE (Length, type and level of work-related experience)</p>	<p>Essential</p> <ul style="list-style-type: none"> Proven success in a senior marketing and/or communications leadership role. Experience developing and delivering strategic, organisation-wide marketing and communications plans. Strong track record in brand development, digital marketing, media relations, and campaign delivery. Experience managing and developing high-performing teams. Demonstrable experience managing budgets and driving measurable impact. 	<p>Application Form</p> <p>Interview</p>



	<ul style="list-style-type: none"> • Demonstrated expertise in leveraging digital systems, analytical tools, AI technologies, and audience-insight platforms to ensure marketing activity and decisions are data-driven. • Sound knowledge of GDPR/PECR compliance. • Crisis communications experience. • Experience acting as a media spokesperson or preparing senior leaders for media engagement. • Experience working with external agencies and suppliers. <p>Desirable</p> <ul style="list-style-type: none"> • Experience in the charity, non-profit, public sector, or mission-driven organisation. • Understanding of fundraising, commercial income, or stakeholder engagement environments. • Confident user of Excel and reporting/BI tools such as Power BI or similar. • Knowledge of Charity Commission and Fundraising Code would be advantageous. 	
<p>C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)</p>	<p>Essential</p> <ul style="list-style-type: none"> • Strategic thinker with the ability to translate vision into action. • Exceptional written and verbal communication skills. • Strong leadership presence: inspiring, credible, collaborative. • Ability to manage multiple priorities in a fast-paced environment. 	<p>Application Form Interview References CPD</p>



	<ul style="list-style-type: none"> • Strong analytical mindset with a commitment to evidence-based decision-making. • High level of emotional intelligence and sound judgement. • Highly organised and capable of managing competing priorities in a fast-paced environment. • Creative and innovative approach to storytelling, content, and audience engagement. • Able to interpret and communicate data insights to non-technical audiences in a clear and actionable way. • Committed to continuous improvement and embedding a culture of data-informed decision-making. • Pragmatic, solution-oriented mindset. • Ability to act as brand guardian and ensure consistent messaging across all channels. • Able to act as an ambassador for the overall work of the charity. 	
<p>D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)</p>	<p>Essential</p> <ul style="list-style-type: none"> • Highly motivated and enthusiastic. • Strong leadership • Data driven and committed to continuous improvement. • Excellent interpersonal skills with the ability to build relationships at all levels. • Team player • Flexible • Dependable • Attention to detail. • Prioritise workloads. 	<p>Application form</p> <p>Interview</p> <p>References</p>

<p>E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)</p>	<p>Essential</p> <ul style="list-style-type: none"> • Basic DBS check. • Driving license, with access to a car 	<p>Application form Interview Reference</p>
<p>F: PERSONAL QUALITIES AND VALUES</p>	<ul style="list-style-type: none"> • RECEPTIVE - we define success as continuous improvement and aim for excellence in our live-saving services and community projects. • RESPECTFUL - we are a community-based organisation with a 'one team' culture that embraces and encourages honesty. • RESPONSIBLE - we aim to create the best possible future for everyone and thrive to place sustainability at the heart of everything we do. • RELEVANT - we are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders. • RECOGNITION - we value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome. 	<p>Application form Interview Reference</p>

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