

# Head of Marketing

## Reporting Lines



<b>Department</b>	Marketing	<b>Reporting to</b>	CEO
<b>Salary Range</b>	Grade 7. £50,000	<b>Version</b>	HoM-JD-V2-07-24
<b>Team</b>	3 initially, may grow.	<b>Working hours</b>	Full time: 37.5 Hours per week

## Main Job Purpose

**Action For Humanity (AFH)** is a charity that aims to provide aid and assistance to people affected by natural and man-made disasters. Our vision is a world of crises-resilient communities. Our mission is to mobilise and respond to emergencies and critical needs through humanitarian, development and peace-building action, helping affected communities survive, recover and build a better future.

The Head of Marketing will lead on all of the organisation’s marketing activities, from social media and digital campaigns to advertising and creative projects, etc. The post holder’s responsibilities include developing plans to help establish the brand, allocating resources to different projects and setting short-term and long-term department goals.

## Responsibilities

The Head of Marketing is accountable to fulfil their roles and responsibilities in line with AFH's strategy, code of conduct, values, and principles and to report to their line manager regularly on the basis of annually defined KPIs

- Play a key role in developing and overseeing the delivery of a marketing strategy to build the organisation's brand and reputation and increase revenue.
- Manage the brand to ensure consistent marketing across all channels and ensure that the integrity of the brand is maintained.
- Lead important marketing campaigns, initiatives, and activities, ensuring successful engagement levels and ROI.
- Identify and effectively utilise a range of marketing channels to deliver successful results including direct and digital marketing.
- Identify new market opportunities to diversify AFH's reach and revenue.
- Manage, monitor and measure the effectiveness of all marketing activity under your remit
- Manage marketing budgets, ensuring a significant ROI.
- Develop and implement marketing policies and processes.
- Manage a team of marketing professionals, including in areas of digital marketing, social media, content creation, and others.
- Expand partnership with social media influencers to increase the organisation's brand reach and strength.
- Collaborate and where necessary lead relevant internal and external stakeholders to successfully develop and deliver marketing plans and initiatives.
- Contribute towards leadership meetings and other internal and external meetings
- Other ad-hoc duties as required by line manager

## Our Values

### ***Believe in the cause***

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

### ***Work together***

Teamwork is the backbone of our work's success.

### ***Give with grit***

Being a "gritty" person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

### ***Make life better***

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

## Work Environment

- 95% indoors / office based
- 5% outdoors / travel / events / work trips etc.

## Job Requirements

<p><b>Education</b></p>	<ul style="list-style-type: none"> <li>● Bachelor’s in a related field such as Marketing, Digital Marketing, Media, etc) and/or CIM level 5 or relevant experience (Essential)</li> <li>● Master’s in a related field or CIM Level 7 (Desirable)</li> <li>● Evidence of continuous professional development</li> </ul>
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>● A track record and extensive experience in a Marketing management role (Essential)</li> <li>● Proven track record in high level operational and strategic marketing (Essential)</li> <li>● Track record of internal and external stakeholder management (Essential)</li> <li>● Experience managing a multidisciplinary team including digital marketing professionals, content creators, and designers (Essential)</li> <li>● Experience leading on and evaluating the effectiveness of marketing campaigns (Essential)</li> <li>● Experience in digital marketing, copy editing, content creation and web optimisation (Essential)</li> <li>● Project and campaign management (Essential)</li> <li>● Able to set, follow and enforce marketing policies and procedures, such as brand guidelines (Essential)</li> <li>● Understanding of key software packages including Adobe Suites, Google Analytics, etc (Essential)</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>● Excellent understanding of social media in a professional setting and how to leverage social media including paid social, and strong understanding of Meta business (Essential)</li> <li>● Advanced knowledge of essential digital marketing tools and technologies (Essential)</li> <li>● Articulate written, visual, and verbal communicator, excellent copy accuracy and proofreading skills (Essential)</li> <li>● Knowledge of media and marketing legislation, copyright law, GDPR, the Fundraising Regulator and Charity Commission Information (Essential)</li> <li>● Strong leadership and management skills (Essential)</li> <li>● Ability to work calmly under pressure and balance competing priorities and deadlines (Essential)</li> <li>● Proven stakeholder management skills (Essential)</li> <li>● Strong understanding of content management systems and web optimisation (Essential)</li> <li>● Understanding of geopolitical, humanitarian and international development trends throughout the world but particularly in the Middel East (Essential)</li> </ul>
<p><b>Languages</b></p>	<ul style="list-style-type: none"> <li>● Strong written and spoken English (Essential)</li> <li>● Strong written and spoken Arabic, Urdu, or French (Desirable)</li> </ul>