

Director of Marketing

Reporting Lines



Department	Marketing	Reporting to	CEO
Salary Range	Grade 8. £60,000 to £70,000	Version	DoM-JD-V1-07-24
Team	4+	Working hours	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 Director of Marketing will lead the organisation’s Marketing functions globally. They will develop and oversee the delivery of a global marketing strategy to build the organisation’s brand and reputation and increase revenue across multiple countries. Acting as the organisation’s global marketing lead, they will manage multidisciplinary teams and resources effectively. They will work closely with the executive leadership team and senior leaders of other functions (including Communications, PR, Advocacy, Emerging Markets, Fundraising, etc) to develop and execute clear marketing plans and initiatives

Responsibilities

The Director 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.

1) Strategic leadership and input

- Develop and implement a global marketing strategy, in collaboration with the CEO, which supports to achieve AFH's mission.
- Build AFH's brand and reputation and increase revenue across multiple countries.
- Strengthen the brand and ensure its integrity is maintained across all mediums and channels.
- Provide strategic direction to the organisation through advising the CEO and leadership teams on marketing and related matters.
- Attend and contribute towards leadership meetings, supporting the decision-making process relating to marketing and beyond.
- Oversee the establishment and enforcement of a robust framework of marketing policies and procedures.
- Act as AFH's marketing lead.
- Identify and act on new market opportunities to diversify AFH's reach, influence, and revenue in line with the mission.

2) Operational management

- Lead and oversee all marketing activities and campaigns, ensuring they are executed effectively and successfully.
- Ensure all marketing material (including printed materials, social media posts, digital content, website content, etc.) is high-quality, captivating, and moving.
- Ensure a timely, effective, and proactive approach to sharing/publishing content across all mediums and channels.
- Lead on AFH's digital and direct marketing, ensuring achievement of desired engagement levels and significant RoI.
- Play a key role in spearheading AFH's website transformation, ensuring the website is fit for purpose.
- 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 develop and execute clear marketing plans and initiatives, build AFH's brand and maintain its brand integrity, and ensure consistency in relation to marketing matters.

3) Resource and team management

- Build effective marketing department, recruiting, training and developing staff in key areas of marketing.
- Bring on reputable external consultants to support the department's work where necessary, ensuring good value for money.
- Manage the marketing budget, ensuring a significant RoI, and regularly review, evaluate, and adjust the budget to ensure it is accurate and fit for purpose.

4) Other

- Perform any other reasonable tasks as assigned by the CEO

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>Education</p>	<ul style="list-style-type: none"> ● Bachelor’s in a related field such as Marketing, Digital Marketing, Media, etc) and/or CIM level 5 or relevant experience (Essential) ● Master’s in a related field or CIM Level 7 (Desirable) ● Evidence of continuous professional development
<p>Experience</p>	<ul style="list-style-type: none"> ● A track record and extensive experience in a Marketing management role (Essential) ● Proven track record in development and delivery of strategic marketing across a range of budgets and channels (Essential) ● Track record of internal and external stakeholder management, including influencing at board level (Essential) ● Experience managing a multidisciplinary team including digital marketing professionals, content creators, and designers (Essential) ● Experience leading on and evaluating the effectiveness of marketing campaigns (Essential) ● Experience in digital marketing, copy editing, content creation and web optimisation (Essential) ● Project and campaign management at national and global level (Essential) ● Able to set, follow and enforce marketing policies and procedures, such as brand guidelines (Essential) ● Understanding of key software packages including Adobe Suites, Google Analytics, etc (Essential)
<p>Skills</p>	<ul style="list-style-type: none"> ● 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) ● Advanced knowledge of essential digital marketing tools and technologies (Essential)

	<ul style="list-style-type: none">● Articulate written, visual, and verbal communicator, excellent copy accuracy and proofreading skills (Essential)● Knowledge of media and marketing legislation, copyright law, GDPR, the Fundraising Regulator and Charity Commission Information (Essential)● Strong leadership skills - ability to empower colleagues and build capacity (Essential)● Ability to work calmly under pressure and balance competing priorities and deadlines (Essential)● Proven stakeholder management skills, including influencing (Essential)● Strong understanding of content management systems and web optimisation (Essential)● Understanding of geopolitical, humanitarian and international development trends throughout the world but particularly in the Middel East (Essential)
Languages	<ul style="list-style-type: none">● Strong written and spoken English (Essential)● Strong written and spoken Arabic, Urdu, or French (Desirable)