

## JOB DESCRIPTION

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<b>Job Title:</b>	Assistant Head of Public Engagement (Brand and Marketing)
<b>Directorate:</b>	Fundraising and Communications
<b>Location:</b>	agile working from Tower Hill, London
<b>Reporting to:</b>	Head of Public Engagement
<b>Responsible for:</b>	Senior Brand and Marketing Officer Senior Creative and Brand Designer

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### PURPOSE OF THE JOB

As part of the Fundraising and Communications leadership team at St Mungo's, you will be responsible for supporting the Public Engagement team through an exciting time of growth. You will inspire and lead a team of brand marketers to drive brand awareness for St Mungo's to support income growth and help people experiencing homelessness.

The Public Engagement team is responsible for raising unrestricted income from the general public, through the full supporter journey including Brand and Marketing, Acquisition, Stewardship, Legacy and Digital Fundraising teams.

This role will be responsible for the brand, and all brand marketing communications. Building on a recent brand refresh, and new brand marketing campaign, you will lead the development and delivery of a brand marketing strategy and programme to drive upper-funnel public awareness to support income growth and raise brand profile for the long term.

### KEY RESPONSIBILITIES

- Develop and implement a strategy to drive brand growth, to support an annual income target of £8.5m in Public Engagement, and year on year income growth across fundraising teams.
- Provide leadership, direction and management for the Senior Brand and Marketing Officer and Senior Creative and Brand Designer.
- Lead the Brand and Marketing team to develop and deliver brand marketing campaigns, strategy and content for social media and owned channels, brand research and overall brand execution across Fundraising and Communications.
- Continue to build our audience and data informed approach, overseeing regular brand monitoring surveys, and take appropriate action to ensure agreed targets are achieved and improved upon, creating a culture of continuous improvement.
- Be responsible for the execution of visual brand and tone of voice across public communications, advising on and signing off public facing materials and content.
- Work effectively with other Communication and Fundraising teams to deliver the brand marketing strategy, utilising other teams' assets including celebrity and corporate partner relationships, press

and media.

## **TO LEAD AND MANAGE A TEAM**

- Taking the lead in recruitment and selection of new staff to the team.
- Developing performance targets and quality control measures for the work of the team, and monitoring team members' work to ensure that these are met.
- Supporting staff by setting clear objectives and holding individual supervisions regularly.
- Ensuring good communication between staff by holding team meetings regularly, and additional briefings as necessary.
- Inducting new staff and planning the continuing development of existing staff on the basis of an annual appraisal.
- Managing the workload of the team to ensure that adequate cover is provided at all times.
- Ensuring the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Defining (and reviewing from time to time) the roles of staff to ensure these support the function's aims and objectives.
- Operating St Mungo's disciplinary and grievance procedures where necessary.

## **STRATEGIC LEADERSHIP**

- Lead on the development and delivery of a multi-year brand and marketing strategy to grow public awareness of St Mungo's, to engage new audiences and support the fundraising of the Public Engagement Team.
- Lead on the development and delivery of an engagement and content strategy for owned channels (social media and website) to support the brand and marketing strategy.
- Support the Head of Public Engagement to measure and report on the progress of the wider team's plans, make recommendations on growth areas, benchmark with other organisations and develop action plans for improvements.
- Represent Brand and Marketing with other senior leaders in meetings and conversations, including to secure buy in for, and report on performance of, team activity with Directors, Executive Directors and Trustees from time to time.
- Work with Head of Public Engagement and other Assistant Heads to develop and foster a positive and supportive team culture, with a whole-team approach for our ambitions and achievements.

## **PROGRAMME DELIVERY**

- Work with direct reports to develop annual work plans, objectives, KPIs and targets, in collaboration with other teams within Public Engagement and the wider Fundraising and Communications department
- Oversee the delivery of work plans by the Brand and Marketing team, including brand marketing campaigns, strategy and content development for social media and owned channels, brand research and overall brand execution, ensuring activity is delivered to a high standard, to schedules, and in collaboration with other teams.
- Oversee the delivery of an annual programme of brand research and insight gathering to support

monitoring of public awareness and sentiment to St Mungo's.

- Oversee relationships with agency partners (e.g. creative and media agencies) involved in the delivery of Brand and Marketing activity
- Develop and deliver reporting on programme delivery and performance of the Brand and Marketing team, including contributing to wider Public Engagement reports and reporting to Executive Directors and Trustees as needed.

## **BRAND MANAGEMENT**

- Be responsible for the implementation of the St Mungo's brand across Fundraising and Communications and support the wider organisational use of the brand.
- Provide brand sign-off on external materials and messaging from Fundraising and Communications.
- Oversee ongoing updates and development of the tone of voice guidelines, brand guidelines, branded templates and asset creation for the wider organisation.
- Continue to develop the brand for the organisation, taking note of trends and best practice within and beyond the sector.
- Lead on collaboration across teams to ensure key asks and key themes are developed and used across teams, ensuring integration and consistency of messaging across Fundraising and Communications.

## **BUDGET MANAGEMENT**

- Be responsible for an annual expenditure budget of up to £0.5m, ensuring cost-effective use of the budget to deliver the Brand and Marketing programme and achieve performance targets.
- Monitor and track expenditure for the Brand and Marketing Team and provide regular financial reporting.
- Work with the Head of Public Engagement to prepare detailed annual budgets and reforecasts as required throughout the year.

## **GENERAL**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

# PERSON SPECIFICATION

## Assistant Head of Public Engagement (Brand and Marketing)

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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### ESSENTIAL REQUIREMENTS

#### Experience, Skills, Knowledge and Abilities – required for application form:

1. Experience of leading a brand and marketing team with a busy programme of activity.
2. Experience of creating a strategy, or demonstrating strategic planning, which has delivered audience and brand growth for an organisation with demonstrable success.
3. Able to use data, insight and/or sector best practice to determine and create proposals and strategies to drive audience engagement and brand profile.
4. Experience of being responsible for the execution of an organisation's brand across multiple teams and types of communications.
5. Ability to communicate clearly and effectively with different audiences, including with senior leaders, to secure buy in, negotiate and report on activity.

**The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process and throughout induction and training:**

6. Ability to manage budgets and demonstrating the impact of expenditure on performance.
7. Ability to manage a busy workload and multiple priorities.
8. An up to date working knowledge of current issues, thinking and developments in brand and marketing, including brand monitoring and its relation to fundraising and income generation.
9. Strong creative skills with visual and written materials and strong attention to detail.

**The following are required of all roles with St Mungo's. However, you do not need to address these in your application.**

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

**In the selection testing/interview process, we will be assessing candidates against the following competencies:**

<b>COMPETENCY</b>	<b>PRIMARY INDICATORS</b>
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>