

<b>Job Title:</b>	Head of Brand & Propositions	<b>Function:</b>	Marketing, Communications & Fundraising
<b>Reports To Manager:</b>	Deputy Director of Fundraising, Strategy and Brand	<b>Job Family:</b>	Support & Professional
<b>Date:</b>	January 2025	<b>Band:</b>	8

**Purpose:** Lead and manage the development of PDSA’s fundraising and brand strategy propositions, ensuring alignment with our purpose of keeping people and pets together when times are tough. Enhance our audience led approach to legacy strategy, fundraising, commercial and brand proposition development and performance, fostering meaningful connections with supporters to achieve long-term growth and sustainability.

Responsibilities	Performance Measures	Organisational Skills & Values		
<ul style="list-style-type: none"> <li>Lead, manage and develop the team through the whole employee life cycle.</li> <li>Develop the strategic approach to new and existing products and propositions, include legacy, brand, individual giving, partnerships, commercial offerings and philanthropic propositions</li> <li>Develop and lead the implementation of PDSA’s brand strategy, to resonate with target audiences, communicate our purpose effectively, and drive engagement, loyalty, and income generation</li> <li>Champion the consistency of PDSA’s brand across our physical and digital estate, ensuring alignment to our core purpose.</li> <li>Use brand-related data to provide actionable insights to inform strategic decision-making.</li> <li>Ensure the PDSA brand evolves in response to market trends while maintaining its core identity.</li> <li>Drive strategic initiatives aimed at enhancing the organisation’s overall branding approach.</li> <li>Ensure the use of technology to maintain consistency and relevance in all assets.</li> <li>Champion the use of data and audience insight to develop and refine fundraising propositions, products and journeys for maximum engagement, ensuring they are impactful and relevant.</li> </ul>	<ul style="list-style-type: none"> <li>Increased uptake and effectiveness of customer propositions</li> <li>Demonstratable growth of future legacy income</li> <li>Demonstratable plans for integration and growth</li> <li>Brand consistency measures</li> <li>Brand awareness measures</li> <li>ENPS scores in line with expectations</li> <li>Operate in line with departmental SLA’s</li> </ul>	<ul style="list-style-type: none"> <li>Head and Heart</li> <li>Better together</li> <li>Passion with purpose</li> <li>Planning and organising</li> <li>Acting commercially</li> <li>Leading Effectively</li> </ul>		
	<th data-bbox="1332 829 1724 869">Dimensions</th> <td data-bbox="1736 821 2172 1468"> <th data-bbox="1736 829 2172 869">Role-specific knowledge &amp; skills</th> </td>	Dimensions	<th data-bbox="1736 829 2172 869">Role-specific knowledge &amp; skills</th>	Role-specific knowledge & skills
	<ul style="list-style-type: none"> <li>Direct Reports: 5</li> <li>Indirect Reports: 0</li> <li>Budget: C. £0.5m</li> <li>Internal Contacts: Directors, Senior Leaders, MCF, Veterinary, Retail</li> <li>External Contacts: Charity networks, Supporters, External agencies</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Proven experience in Fundraising proposition development and brand management</li> <li>Proven experience in integrated strategy development for legacy and brand</li> <li>Ability to interpret market research and data to inform strategies</li> <li>Demonstratable experience in development of integrated journeys and propositions based on insight</li> <li>Proven experience in delivering through others</li> <li>Exceptional communication and stakeholder management skills</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Experience in the charity or non-profit sector</li> <li>Professional marketing qualification (e.g., CIM or equivalent)</li> </ul>		

<b>Approved By: People Operations</b>	<b>Date: January 2025</b>
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