

Job Title:	Head of Brand & Propositions	Function:	Marketing, Communications & Fundraising
Reports To Manager:	Deputy Director of Fundraising, Strategy and Brand	Job Family:	Support & Professional
Date:	January 2025	Band:	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"> Lead, manage and develop the team through the whole employee life cycle. Develop the strategic approach to new and existing products and propositions, include legacy, brand, individual giving, partnerships, commercial offerings and philanthropic propositions 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 Champion the consistency of PDSA's brand across our physical and digital estate, ensuring alignment to our core purpose. Use brand-related data to provide actionable insights to inform strategic decision-making. Ensure the PDSA brand evolves in response to market trends while maintaining its core identity. Drive strategic initiatives aimed at enhancing the organisation's overall branding approach. Ensure the use of technology to maintain consistency and relevance in all assets. 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. Lead the team to ensure the strategic focus on legacy income and use of insight to adapt strategies in order to maintain and grow future income Oversee the development of all products and propositions to meet diverse audience needs and drive engagement. Analyse market trends and customer insights to inform data driven strategic decision-making and improve proposition effectiveness. Ensure the integration of customer feedback into proposition and journey development to enhance customer experience, satisfaction and loyalty. Ensure the effectiveness of brand and proposition strategies are monitored and reported on generating continuous improvement and value for money. Compliance with all PDSA policies and procedures. 	<ul style="list-style-type: none"> Increased uptake and effectiveness of customer propositions Demonstratable growth of future legacy income Demonstratable plans for integration and growth Brand consistency measures Brand awareness measures ENPS scores in line with expectations Operate in line with departmental SLA's 	<ul style="list-style-type: none"> Head and Heart Better together Passion with purpose Planning and organising Acting commercially Leading Effectively
	Dimensions <ul style="list-style-type: none"> Direct Reports: 5 Indirect Reports: 0 Budget: C. £0.5m Internal Contacts: Directors, Senior Leaders, MCF, Veterinary, Retail External Contacts: Charity networks, Supporters, External agencies 	Role-specific knowledge & skills <p>Essential</p> <ul style="list-style-type: none"> Proven experience in Fundraising proposition development and brand management Proven experience in integrated strategy development for legacy and brand Ability to interpret market research and data to inform strategies Demonstratable experience in development of integrated journeys and propositions based on insight Proven experience in delivering through others Exceptional communication and stakeholder management skills <p>Desirable</p> <ul style="list-style-type: none"> Experience in the charity or non-profit sector Professional marketing qualification (e.g., CIM or equivalent)
Approved By: People Operations		Date: January 2025

