

Trussell Trust Role Profile: Head of Brand & Marketing



Directorate:	Public Engagement
Responsible to:	Director of Public Engagement
Responsible for:	Digital and Marketing Manager, Senior Designer, Creative Content Producer, Digital Officer, Junior Graphics Designer, Copywriting Manager
Salary:	£46,500
Hours	Full-time (37.5 hours per week)
Based:	Flexible, within the UK

Role outline

The Head of Brand & Marketing is responsible for developing and managing the Trussell Trust brand and associated marketing strategies to increase awareness, understanding and consideration of our cause, work and goals, among our target audiences. The role focuses on building public will to end the need for food banks, through the development and delivery of brand and digital strategies and campaigns.

The role leads, manages and supports a team of marketing and digital experts and inputs to and supports implementation of (with other Heads in the Directorate) on the development and implementation of an audience focused and integrated communications plan. The marketing team provides marketing (including digital) support to colleagues across the organisation e.g. fundraising teams and holds responsibility for the development of our website (content).

Responsibilities:

- Champion and embed an audience-centric organisational approach
- Develop and manage the Trussell Trust and food bank network brands, engaging people across the organisation and network to ensure, consistent use of the brand through all activity and channels
- Develop and deliver effective brand strategies and campaigns to increase awareness, understanding and consideration of our mission and goal (working with the wider PE team)
- Work with colleagues to develop and deliver an effective and integrated communications plan that supports the achievement of marketing and engagement goals (lead with Head of Strategic Communications, Head of Audience Insight & Engagement & Head of Supporter Retention & Development)
- Lead on development and maintenance of website content and digital marketing channels
- Lead the development and delivery of the Trussell Trust's digital engagement strategy to build awareness of our work, increase our influence and support audience acquisition
- Support colleagues across the organisation (including food banks) to achieve their goals via the provision of effective marketing support (internal agency approach)
- Provide leadership, direction, support and line management to the Brand + Marketing team. This will include regular 1:1s and annual reviews to ensure objectives and targets are met
- Develop, manage and report on brand and marketing metrics
- Work with colleagues to define the Trussell Trust supporter experience and ensure its implementation across all touch points
- Support the implementation of the technical solution to achieve a 360 supporter view
- Ensure effective data capture and sharing protocols across the marketing team
- Develop a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team.
- Promote collaborative working across the team and with other teams across the Trussell Trust
- Any other reasonable duties as specified by your line manager or members of the executive team to support the work of the Trust.

The Trussell Trust is a charity founded on Christian principles which aims to create a future where everyone can afford their own food. We all subscribe to the same values and hope that new team members will too, irrespective of belief or background.

Person Specification

Requirement	Measures of success (Key Performance Indicators)
Experience of developing and managing a brand	<p>Track record in brand management and development</p> <p>Demonstrable experience of building brand equity and improving brand metrics</p>
Strategic thinker	<p>Track record of creation and delivery of communications strategies. Understanding of the tactical communications and practical elements that must come together for such a strategy to achieve its objectives.</p>
Track record of developing and implementing marketing strategy and plans	<p>Demonstrates strong marketing analytical skills and an audience focused approach</p> <p>Ability to determine which tools, channels and resources need to be used to reach and engage an audience</p> <p>Demonstrates ability to design communications to meet the wants/needs of audiences</p>
Outstanding communicator	<p>Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances. Track record of using communications channels to help an organisation achieve strategic objectives.</p>
Audience centric approach	<p>Experience in gathering and using audience insight including motivations, desires etc.</p> <p>Proven track record of segmenting audiences and creating bespoke communications that build their affiliation to an organisation and inspiring action</p> <p>Expert insight into broadening base of fundraising and campaigning support through carefully managed, cross-departmentally supported audience journeys</p> <p>Experience with expanding supporter base through cost-effective testing and robust development planning, ensuring smart integration of new channels or processes within the wider organisation</p> <p>Ability to test, measure and evaluate, utilising insight and analytics to learn and develop</p>
Strong design skills	<p>Proven ability to design innovative materials consistent with brand guidelines, toolkits and assets.</p> <p>Previous experience of leading brand management, strategy and guardianship</p> <p>Design standards are promoted within the organisation, ensuring adherence to the Trussell Trust's corporate identity and branding on allocated print, digital media and web projects. Guidance and support to internal and external teams is provided</p>

	on the correct application of corporate visual identity
Multi-channel content development and dissemination plans	Experience in leading marketing and digital engagement programmes to build public will through user-focussed, action-oriented content for online and offline consumption
Proven track record of using advertising to build a supporter base with a strong ROI	Expert knowledge of PPC/Adwords, SEO, display, social, email and affiliate marketing channels Excellent knowledge of Google Analytics and using the platform to evaluate performance Knowledge of A/B testing Knowledge of developing and evaluating user journeys
Experience in managing budgets	Key creative projects are delivered on time and to budget.
Experience of reporting on marketing effectiveness and ROI to different stakeholders	Ability to track objective and key results, reporting monthly on activity and updating relevant tracking mechanisms Ability to learn from different activations and apply those learnings to future activity
Management experience	Experience of managing colleagues, particularly designers and content producers Ability to build digital capacity among others in the organisation to enhance understanding and best practice in various aspects of digital and marketing
Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives. Excellent decision-making ability	Has a clear idea of priorities and manages own and team's time accordingly Delivers key outputs and responds to requests in a timely fashion Ability to work with agencies or suppliers to produce high quality results, on brief and to budget Project management skills, in particular around marketing campaign planning and deliveries
Proven creative and innovation skills; demonstrating imaginative and creative thinking; ability to take initiative and provide leadership on new ideas	Successfully taking creative briefs from clients to co-create and develop excellent concepts and resources from the initial project brief including print, web, film, media and social media
Able to work through challenges in positive and effective ways Clear understanding of the need to maintain confidentiality Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos	Demonstrates resilience, resourcefulness, flexibility and perseverance Demonstrates personal integrity and commitment to the values of the Trust Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds Able to represent the Trust and its values effectively
Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.	Willing to be available for work related travel.

Reg. Charity in England & Wales (1110522) and Scotland (SC044246). Reg. Ltd. Co. in England & Wales (5434524).