

JOB DESCRIPTION

Role Profile:

Head of Communications and Marketing

Reports to:

Chief Operating Officer

Job Purpose:

- Work with the CEO and COO to develop and lead a marketing and communications strategy which enhances the reputation of Racing Welfare and promotes interest and engagement in its services and fundraising.
- Optimise staff performance, motivation, and retention within the communications team.
- Contribute to the leadership and strategic direction of the charity as part of the Senior Management Team.

Key Responsibilities:

Marketing and Communications Strategy

- Analyse all aspects of communications and marketing performance and provide reports for the Senior Management Team and Board of Trustees.
- Develop and deliver a powerful marketing and communications strategy for both Racing Welfare and Racing Homes
- Develop key messages, creating and maintaining appropriate and consistent language and terminology across all media.
- Ensure that enough resource is available to guarantee that communications goals can be met throughout the year.
- Act as a 'brand guardian' ensuring consistency across all internal and external communications.
- Ensure Racing Welfare's Senior Management Team and Board of Trustees are well-informed with reputational insights and potential impacts.
- Keep up to date on best practice within the Charity sector generally and particularly changes to communications innovation, legislation and codes of practice.
- Contribute to reviewing and improving practices and procedures, implementing positive changes, and improving efficiency across the organisation.

Publications

- Manage content and production of marketing materials and key publications including Annual Review.

Digital Communications

- Develop and manage the main Racing Welfare website and subsidiary websites,
- Monitor and evaluate its effectiveness and to identify areas requiring development.
- Plan and implement the social media and digital-communications strategy to include the development of digital marketing platforms

Publicity and media

- Increase the organisation's profile across media, with influencers and key organisations, developing relationships with target media representatives.
- Work closely with relevant colleagues on the successful management of reputational issues and crises.
- Oversee the production of press releases, articles and statements.
- Respond to requests from the press for comments, views and supporting information, acting as the first responder and maximising opportunities for further engagement on relevant topics

Internal communications

- Develop an internal communications strategy

Supplier management

- Manage relationships with suppliers of services essential to communication work.

Finances

- Prepare and monitor annual communications budget.

Other

- Take an active part in the Charity's external events.
- Participate in cross-departmental projects.

General Responsibilities:

- To operate in a way that ensures you are a recognised role model for the Charity's Core Values and Behaviours.
- To comply at all times with Health & Safety regulations and safe working practices in accordance with current legislation and as detailed in the Charity's Health & Safety Policy and Procedures.

This role profile is a guide to the work you will be initially required to undertake. It may be reviewed from time to time to incorporate changing circumstances, and you may be required to be flexible and perform other duties as required by your manager. It does not form part of your contract of employment.

Signed:.....(Job Holder)

Signed:.....(Immediate Manager)

Date:.....