



Job title:	Head of Marketing Communications
Reporting to:	Chief Executive Officer
Responsible for:	Marketing Communications Team
Location:	Flexible working available with a mix of remote working and office based at Oddfellows House, 184-186 Deansgate, Manchester M3 3WB
Contract:	Permanent, full time 37.5 hours per week
Salary:	£50,000 - £55,000
Benefits:	Annual holiday – 28 days plus bank holidays, pension, Employee Assistance Programme plus others.

Purpose of the role

To create and deliver the marketing communications strategy for the Oddfellows Fraternal Brand.

Main responsibilities and key result areas:

- Have strategic oversight and responsibility for devising and delivering the Marketing Communications Team's strategic plan, which includes securing increased brand awareness, a strengthened member proposition, and positive member recruitment, retention and conversion.
- Lead, manage and motivate the Marketing Communications Team, providing direction to improve performance, achieve department KPIs and nurture professional learning and development.
- Build external relationships that positively position the Oddfellows' brand and generate impact and awareness of the Society.
- In consultation with the CEO, present regular reports to the Board evaluating the performance and activities of the Marketing Communications Team, contributing strategic marketing communications thinking and support as required.
- Work collaboratively with other departments and external specialists to ensure the successful rollout of recruitment campaigns and member journey communications.

- Forecast, manage and control the Marketing Communications Team's annual budget.

PERSON SPECIFICATION

About you:

As Head of Marketing Communications, you're:

- an exceptional user-centred communicator and networker
- someone who has strong empathy and diplomacy
- a creative thinker who encourages a culture of learning and professional development
- a person who thrives on and encourages collaboration
- a leader with high professional standards and integrity
- someone who has a strong affinity with the Oddfellows' values and its ethos of friendship and mutual support.

Experience, knowledge, skills and abilities you will need:

- Have demonstrable experience of developing, delivering and evaluating marketing and communications strategies which have created shifts in the perception and engagement for an organisation.
- Strong digital literacy, working with Microsoft Office (Outlook, Excel, Word and PPT) and videoconferencing. At ease using social media platforms, website CMS, Google Analytics and survey software.
- Be knowledgeable on current and emerging digital, marketing and communications techniques and applications to provide consultancy on their effective utilisation for organisational development.
- Be a highly competent communicator both written and verbal.
- Have an organised work ethic with the ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.
- Excellent leadership skills, able to manage, coordinate and motivate teams, effectively communicating to colleagues, partners and third parties.
- Able to manage and mitigate risk, safeguarding the reputation and resilience of the Oddfellows.

Highly desirable:

- Experience in a similar role within a national third-sector, non-profit or membership organisation.
- Experience of marketing to a 50-plus age audience.