



## **The job**

We're looking for a Head of Marketing Communications to take the brand presence and market performance of the Oddfellows to the next level.

This is a strategic-level role reporting to the CEO where you'll be responsible for ensuring our membership proposition continues to hold high value and drive a marketing communications strategy that moves us closer towards achieving our ambitious goal of becoming the lifestyle membership choice for the over 50s in the UK.

## **About the Oddfellows**

We're one of the UK's biggest and oldest friendly societies. We're a mutual, owned and powered by our members, working across a network of over 100 Branches, supported by a small core of paid staff and over 2,500 member volunteers. We're also a non-profit membership organisation that truly cares about improving the quality of people's lives through friendship, wellbeing and charitable support.

This is a highly rewarding and meaningful opportunity for someone who has the professional confidence, competence and drive to bring people together to achieve more than they could alone.

## **What you'll do**

You'll lead our small, multi-disciplined Marketing Communications Team, which has already taken the Society through a period of sustained growth and change. You will build on this momentum, developing and inspiring the team as well as expanding the department's ability to deliver digital, accessibility and user journey strategies.

You'll devise the Society's Marketing Communications Strategy and have oversight of the supporting disciplines and strands of work including: recruitment, retention and conversion strategy and campaigns, brand management, content strategy, on and offline advertising, social media, SEO and PPC, website management, email marketing, publications, member and user insight and research, public relations, and marketing third-party arrangements.

The position is based in the Oddfellows' Manchester City Centre office with opportunities for part-time remote working.

Salary £50,000 - £55,000

## **Skills, experience and abilities you'll have**

You'll be someone who thrives on the challenge of spotting opportunities and collaborative working, with proven experience of leading and managing teams, meeting targets, developing strategic plans for marketing communications and managing budgets.

You'll have exceptional, user-centred communications, networking and people skills, and enjoy engaging with stakeholders at all levels.

Ideally you will have worked for a national non-profit, third-sector or membership organisation and be educated to Degree level, Postgraduate Diploma or equivalent qualification level in Marketing, Public Relations or communications-related field.

You must have proven experience of managing a marketing communications function and be able to demonstrate the positive contribution and impact you made through your professional knowledge, strategic thinking, skills and managerial approach.

### **How to apply**

Email [dawn.walters@oddfellows.co.uk](mailto:dawn.walters@oddfellows.co.uk) with your CV and supporting statement detailing why you think you would be suitable for the role.

Closing date: 24 August 2022. Depending on the number of candidates shortlisted, interviews are planned for 31 August and 5 Sept 2022.

Go to [www.oddfellows.co.uk/about/careers](http://www.oddfellows.co.uk/about/careers) to download job and people specifications.

To arrange an informal conversation about the role please email Dawn Walters, Branch Development Manager [dawn.walters@oddfellows.co.uk](mailto:dawn.walters@oddfellows.co.uk) or call 0161 832 9361.

The Society values diversity and its role in helping to create an inclusive culture for our staff and members. We welcome the inclusion of a range of experiences, perspectives, ideas and talents into the business regardless of age, gender, race, disability, marital status, sexual orientation, gender reassignment, beliefs or religious background.