

## **JOB DESCRIPTION**

**Job Title:** Head of Marketing  
**Line Manager:** Director of Communications  
**Staff Managed:** Creative and Marketing team

### **Purpose of the Post**

To lead Muslim Aid's strategic Marketing team in the Communications department. The Head of Marketing is a key position within the organisation to assist the Director of Communications in ensuring strategic and effective communications, helping to oversee the development and implementation of MA's communications strategy and its alignment with the Global Strategic Plan.

Reporting to the Director of Communications, this role supports on all aspects of management and operations and shares responsibility for the management of Marketing personnel - working hand in hand with the Director to oversee the overall function and management of the global brand

To lead the development and delivery of MA's global brand and marketing strategy. Post re-brand, this role will increase brand recognition, understanding, affinity and preference among professional stakeholders, donors and key segments of the public. Advising partner offices and campaign teams on the implementation of global brand marketing strategy.

### **Main Responsibilities**

#### **Strategy and Planning**

- Oversee a newly created strategic communications and marketing unit, with responsibility for MA UK's audience and insight-led approach to marketing, communications.
- Ensure local and global communication, campaign and marketing strategies reflect brand strategy
- Use insight to create and oversee the delivery of MA's audience strategy and plan in relation to public engagement to maximise income, influencing, engagement and brand.
- Develop and implement the global brand strategy including developing MA's brand position and the overall market value of the brand worldwide
- Work collaboratively with external organisations, teams and in-country partners
- Help secure resources and reach by actively nurturing supporter relationships, fundraising, communications and donor reporting
- Responsible for longer-term planning and integration (including oversight of key tools and support for the Campaigns team), embedding the cause framework and

centralising our approach to our marketing communications plans across earned and owned channels

- Work closely with the Director and SLT to liaise with the MA family on international strategy and the management of MA brand
- Strategically plan, delegate, manage and review work plans and projects to ensure the departmental strategy is being achieved.
- Identify opportunities to reach new market segments and expand market share
- To lead on strategy on key fundraising appeals across the Marketing department.
- To ensure that the learnings from all audience insight is applied and integrated into campaigns.
- Lead audience research and analysis to understand existing MA audience as well as target audience.

### **Budget and Reporting**

- Responsible for managing, monitoring and reporting on the communications and marketing team budget
- To ensure each campaign, activity and channel is fully evaluated and that this evaluation is acted upon to drive continuous improvement in marketing
- Working with the Director of communications and fundraising, ensure that learning is captured and applied to future activities

### **Leadership and Management**

- Work actively to empower all parts of MA to embed the brand consistently within their areas, working to remove all barriers to staff engagement with the brand.
- Lead, motivate, manage and develop the team, and embed excellence in audience strategy management and process across the team.
- Ensure consistent level of support and succession planning through recruitment and management of volunteers in the team.
- Lead, motivate and manage an international and country-based support teams to deliver brand marketing objectives
- Work with the International Programmes team to support and champion their role in bringing MA's field and programme expertise to the forefront of MA's external marketing and communications activity.
- Lead on sourcing the research and insight needed to drive development of MA
- Line manage the marketing and creative teams, including regular 1:1s, appraisals and feedback, recruitment and staff training/development and performance management.

## PERSON SPECIFICATION

Knowledge and Experience	Essential /Desirable
<p><b>Qualification(s)</b></p> <ul style="list-style-type: none"> <li>a) Educated to degree standard or equivalent.</li> <li>b) Professional Marketing qualification.</li> </ul>	<p>E</p> <p>E</p>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>a) Proven experience of development and implementation of an organisational brand / marketing strategy</li> <li>b) Experience of working within the NGO Sector</li> <li>c) Experience of working in an international organisation</li> <li>d) Working in settings where insight, brand building and marketing communications have been a key element of the role</li> <li>e) Firm grasp of ROI having used market research, analysis and audience perception data to shape strategy and improve performance</li> <li>f) Experience of successfully managing large marketing budgets and projects.</li> </ul>	<p>E</p> <p>D</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p>
<p><b>Skills and Knowledge</b></p> <ul style="list-style-type: none"> <li>a) Excellent project management skills</li> <li>b) Excellent communication, decision making and networking skills</li> <li>c) A strategic thinker with experience of successfully influencing and directing strategic marketing development in a complex stakeholder environment</li> <li>d) Excellent interpersonal skills to establish rapport, credibility and collaborative relationships at a senior level</li> <li>e) Proven negotiation and presentation skills with the ability to communicate to and persuade people at all levels both internally and externally</li> <li>f) Deep understanding of the particular requirements of marketing creativity in the NGO environment, now and in the future, including the likely impact of technology change.</li> <li>g) Experience in behaviour science to inform strategic decisions</li> <li>h) Ability to remain confident and assured in difficult circumstances, proven resilience and stamina to sustain performance when under continuous pressure</li> <li>i) Operationally proficient with evidence of building and leading high performing teams</li> <li>j) Ability to manage a budget responsibly and effectively</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p>

Commitment	
a) Commitment to Muslim Aid's mission, visions and values.	E
b) Commitment to Muslim Aid's ethos.	E
c) Commitment to equality of opportunity and diversity.	E

**Please signify your acceptance of this job description by signing below and returning a copy to the Employer**

Employees Name:

Employees Signature:

Line Manager's Name:

Line Manager's Signature:

Date: