



Job Announcement

Director of Marketing and Communications

- Responsible to:** National Director
- Responsible for:** In excess of 5 staff reports.
- Current Location:** The HFHGB office in Slough, UK, with some international travel.
- Annual Salary:** Competitive.
- Background:** The vision of Habitat for Humanity is a world where everyone has a safe and decent place to live. Habitat for Humanity Great Britain (HFHGB) www.habitatforhumanity.org.uk is part of the international Habitat for Humanity network that strives to eliminate poverty housing from the face of the earth, ensuring that every child and every human being has a safe, healthy and decent place to lay down their head at night. Habitat for humanity has a range of interventions to achieve this goal; housing microfinance for repairs, additions and renovations, advocacy especially for secure land tenure and housing rights, 100% subsidised housing for orphans and vulnerable groups, disaster response, water and sanitation....
- Job summary:** Our vision is enormous. We are looking for someone with enthusiasm and drive to develop new channels and achieve significant growth in all mass market fundraising. With an entrepreneurial spirit they will build our supporter and income base of individual donors using a fully integrated fundraising mix, potentially including new media; direct marketing; DRTV; F2F; events; telephone fundraising and legacies. At the same time they will work to develop our brand in Great Britain. This is a strategic time for HFHGB as we will be focussing resources on acquiring new donors and developing existing donors at a significant rate over the next five years.
- Flexibility:** Habitat for Humanity Great Britain is a small organisation that is seeking to grow in order to maximise its contribution to the global vision and mission of Habitat for Humanity. This inevitably means that the organisation must adapt to be successful. For the charity to be adaptable, we also need an

ambitious, dynamic and flexible staff team. It is a requirement of the post holder to be flexible in terms of location (within reason), line management, and duties and responsibilities. Your statutory rights are not impinged by this flexibility clause.

Purpose: To fight poverty by raising funds from individuals using all the latest and most effective fundraising tools of the 21st Century. To effectively and measurably develop the HFHGB brand, in the process helping to establish HFH as a top 100 charity (in terms of individual donors) over the next 5 years, focussed on the international need of those we serve. Specific responsibility for direct and digital marketing; small gift fundraising, PR, advertising and social media; and events management.

Main Duties and Responsibilities:

1. Strategy: Development, Monitoring and Review:

- Work with the National Director and other stakeholders to:
 - a. establish robust marketing, fundraising and communications strategies aimed at strengthening the existing donor base and acquiring new and committed donors;
 - b. Develop a range of Key Performance Indicators (KPIs);
 - c. identify/hire consulting firms and professional suppliers, ensuring at all times productive engagements and value for money;
- Consistently analyse results, interpret trends, and provide strategic marketing direction that delivers the optimum marketing/fundraising mix and adds maximum supporter life-time value;
- Monitor trends in marketing and communications within the sector, and identify gaps in the market that HFHGB could exploit, and deliver initiatives to capitalise on those gaps; and
- Produce timely and regular management information for the Company Directors, the Senior Leadership Team, and other stakeholders that explains fundraising performance against KPIs and the National HFHGB Business Plan.

2. Marketing Budget and Marketing Plan:

- Work with the National Director, the Senior Leadership Team as well as other stakeholders to:
 - a. providing key inputs into the annual budget and marketing/fundraising/communications plan; and
 - b. Report on variations against budgetary projections.

3. Developing the marketing team:

- Provide leadership, guidance, training and support for the marketing and communications team;
- Develop KPIs for the marketing and communications team, monitor KPI progress, and work with the team to ensure that KPIs are met or exceeded; and
- Be a role-model for the marketing and communications team.

4. Marketing/Fundraising:

- Oversee all marketing and individual giving operations on a day to day basis in an innovative, creative and inspirational fashion that drives results ensuring that all opportunities are maximised and the most efficient use of time and resources is achieved, based on accurate analysis and market research;
- Working with all stakeholders:
 - a. develop the Marketing Plan, based on developing market insight, in order meet or exceed the HFHGB Business Plan income targets;
 - b. commission, oversee and evaluate market research; and
- To work with the Director of Supporter Engagement to ensure that synergies are developed, improved and expanded to ensure that donors are fully engaged across the organisation's "offer";
- Take responsibility for the creation and delivery of an up-to-date website that combines the home building programme with the overseas programmes and includes entrepreneurial and commercial fundraising;
- Ensure that digital marketing activity runs smoothly and effectively and that all deadlines are on time and on budget; and
- Develop and implement a clear legacy fundraising strategy.

5. Communications

- To oversee the management of relationships with press and media representatives to increase and influence positive press and media coverage of HFH programmes and events, that is as far as possible coordinated with the marketing strategy; and
- To oversee the creation of communications resources to support all fundraising and marketing activity.

6. Events

- To develop and implement a robust and extensive events strategy (both third party and HFH owned events) and a schedule to penetrate new markets;

7. Other:

- Ensure that all marketing/communications/fundraising activity is properly entered into the HFHGB CRM system.
- Be responsible for the "Disaster Response Plan" (our response to disasters in the field) that covers communications and marketing, with appropriate triggers for timely disaster appeals;

- Take responsibility for the emergency response plan and to be a spokesperson should the need occur (for example an accident involving international volunteers);
- Ensure HFHGB marketing/fundraising and communications activities comply with current best practice, adhere to the ICFM and Fundraising Standards Board Code of Conduct, marketing law and other industry standards and comply with all relevant statutory and ethical standards;
- Ensure that stronger relationships are forged with Habitat for Humanity GB (Homes) that any obligations are met in a timely and professional manner;
- Document and disseminate learning, case studies and best practices to help inform future strategic investments in global fundraising; and
- Ensure that HFHGB judiciously applies for marketing and fundraising awards.

8. Stakeholders:

- HFHGB
- HFH International, who are investing funds into HFHGB for small sum fundraising as part of a Strategic Growth Pilot.
- The post holder will serve on the Strategic Growth Committee.

Candidate requirements

The successful candidate will meet with the following requirements with regards to; experience, knowledge, personal attributes, skills and abilities and qualifications:

Experience and knowledge:

- Able to demonstrate a successful track record in marketing/fundraising/communications;
- Director level experience in the commercial and/or charitable sectors with a fine tuned understanding of the UK market place;
- Well-developed strategic and market intelligence knowledge with an in-depth understanding of the UK market place;
- Experience and in-depth understanding of digital and direct marketing;
- Commercial experience of an on-line shop would be desirable;
- Experience of working with major agencies. This will include briefing agencies, reviewing progress and developing the Marketing plan based on analysis. It may well be that the successful candidate has experience of working for an agency on a charity account;
- Experience of developing and managing significant marketing budgets, and feeding data into the financial planning process;
- Being an brand ambassador at events, and in communication internally and externally and being a spokesperson for media interviews;
- Working closely with peers, and where necessary asserting themselves within the leadership team; and
- Ensuring that fundraising, donor engagement, marketing and communications activity is joined up and synergies are created.

Personal attributes:

- Personally credible, with a professional manner that generates the trust and confidence of managers and staff;
- Leads by example and possesses a high degree of integrity with a high level of resilience and drive;
- Sets themselves and others challenging but achievable targets; and
- Self-aware, understanding strengths and weaknesses; prepared to discuss those, and able to develop their own strategies for professional development.

Skills and abilities:

- Proven ability to work and lead under pressure including the ability to cope with deadlines, multiple tasks, and competing demands;
- Outstanding written and oral communication skills in English;
- Exceptional interpersonal and influencing skills with an ability to represent the HFH vision and mission to a wide range of internal and external stakeholders (ideally will have experience of influencing within an international network);
- High degree of organisational ability to supervise multiple projects, people and opportunities at the same time;
- Persistence in achieving desired outcomes;
- Comfortable and confident at public speaking, including on TV and radio. Evidence of a strong ability to be a spokesperson for the organisation;
- Excellent at getting the best out of a team, able to motivate and develop and mould a dynamic, creative and successful team; and
- Able, with the team, to deliver outstanding results and to make a significant personal contribution to the outcomes.

Qualifications:

Education to degree level, ideally with an appropriate membership of a professional association.

To apply

To apply for the post, please send a letter of application stating the skills and approach that you would bring to the role along with your CV/resume (no photos) in English in strict confidence BY EMAIL ONLY to Zoe Oldham zoeoldham@darylupsall.com . Applications sent by other means will not be considered.

Ensure that they are sent as Word documents with the titles “*your name cover letter*” and “*your name CV*”. Please put “**Director of Marketing and Communications – HFHGB**” in the email subject line. Please let us know, in your covering email, where you found out about the post.

Deadline for applications: Sunday 20 April, 18.00 GMT