

JOB DESCRIPTION

Job Title	Director of Marketing and Communications (interim)
Reports to	Deputy CEO
Location	Bristol office
Department	Marketing and Communications
Job Summary	<p>Lead a successful change management process within the Soil Association's currently dispersed marketing and comms teams in order to deliver brand and organizational objectives, with greater centralisation and a stronger core professional function, reinstated communications leadership, and focus, clarity and transparency within roles and responsibilities. As part of this, establish both a core central Marketing and Comms Directorate and a wider internal professional network.</p>
Key Responsibilities	<p>Directly responsible for the central Marketing and Comms Directorate comprising external and internal comms strategy, brand strategy, press and media, and digital engagement, providing clear direction to these functions and managing resource. Responsible for:</p> <ul style="list-style-type: none">• Leadership of the development and implementation of the overall marketing and comms strategy for the Group, working both with own teams and the wider comms and marketing functions.• Supported by the Brand Manager, the development and implementation of a brand strategy for the Soil Association, including visual identity, and brand message hierarchy/frameworks. Oversee the provision of Brand guidance and co-ordination to the wider Marketing and Comms teams across the organisation and the Group. Develop and manage the implementation of an effective internal communications strategy.• Supported by the Head of Press and Media, leadership of the media team with responsibilities covering broadcast and national media; digital and social media content; trade and farming press. Responsible for supporting the develop of strong relationships with senior media contacts to create opportunities for the SA to increase its profile, and for ensuring that media coverage is well monitored to inform responsive action, taking a lead in responding to stories where necessary.• Supported by the Head of Digital Engagement, leadership of digital channel management, ensuring the development of deep technical expertise and enabling consistent and effective "business as usual" audience engagement. Accountable for the strategy and delivery for key digital platforms and services used by the organisation. <p>Develop and support a collaborative management team, with shared responsibilities, objectives and an integrated planning process - spanning both the above direct areas of responsibility, and also the wider comms and marketing functions across the organisation and the Group.</p>

	<p>Development and leadership of a professional network (a 'home') for comms and marketing colleagues across the wider organisation and Group, to enable collaboration and coordination and to build a sense of team.</p> <p>Contribute to the development of organisational policy and strategy with other members of the SA Executive Team.</p> <p>Keep up to date with policy issues affecting the organisation and the external operating environment which impact on our work and impact.</p> <p>Set and monitor financial budgets for areas of responsibility.</p> <p>Set and monitor objectives for reporting members of staff. Conduct staff reviews and appraisals, ensuring professional and personal development.</p> <p>Carry out other duties as agreed with the Deputy CEO.</p>
Qualifications	<p>Educated to degree level or equivalent</p> <p>Relevant communications qualification or equivalent experience</p>
Experience	<p>Essential experience</p> <p>Successful experience of directing/leading a change management process in a substantial marketing and comms function.</p> <p>Experience of all aspects of marketing communications at senior level, with evidence of responsibility for development and delivery of the overall organizational strategy through effective marketing and communications.</p> <p>Experience in developing and managing brand strategy for an established and well-known brand, to achieve organizational objectives</p> <p>Experience of in harnessing the power of digital for great marketing and comms and for wider organizational purposes</p> <p>Departmental management experience, with responsibility for business planning and budgeting.</p> <p>Desirable experience</p> <p>Understanding of food, farming and land use issues in relation to food culture, organic and agroecological farming and land use, the environment, wildlife conservation, animal welfare and their impact on health and society.</p> <p>Understanding of and commitment to working in the charitable sector.</p> <p>Experience of working in a membership organisation.</p>

Personal qualities & skills	<p>Personal qualities</p> <p>Able to lead beyond authority: highly developed emotional intelligence to ‘bring people together’ around common goals.</p> <p>Able and willing to positively embrace the leadership/people dimensions of the role.</p> <p>Always able and willing to consistently demonstrate and advocate leadership behaviours consistent with our values and aspirations.</p> <p>Able to present complex issues appropriately to a wide variety of audiences</p> <p>Able to rapidly assimilate and disseminate new information</p> <p>Able to adapt to a rapidly changing environment</p> <p>Creative and strategic thinker</p> <p>Understanding of food and farming and their potential contribution to outcomes around climate, nature and health.</p> <p>Empathy with the aims and objectives of the Soil Association</p> <p>Skills</p> <p>Excellent communication skills (verbal and written)</p> <p>Excellent presentation skills.</p> <p>Excellent interpersonal skills.</p> <p>Good people management skills and the ability to motivate and lead a diverse team</p> <p>Computer and web literate</p>
Produced by	James Cashmore, Deputy CEO
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