



Job Description

Job Title: Head of Communications and Marketing

Department: Communications

Reports to: CEO

Responsible for: Communications and Marketing

Grade/Role: 5

12 months fixed term contract

Hours: 22.5 hours per week

Salary: Pro rata £24,600 - £25,800, FTE £41,000 - £43,000 FT

About BCDH

Every cat and dog should enjoy a healthy life and a happy home. Through advice and support in our community, to rescue, rehabilitation and rehoming at our centre, we positively transform the lives of pets.

The role

The Head of Communications and Marketing is a new role for the charity, who will provide effective leadership to an established team. They will be equipped with a strategic mindset, focus, drive and enthusiasm, as well as excellent communication and relationship-building skills with colleagues and key stakeholders. They will be an inspirational leader, developing a high-performance culture across the team.

Using all these skills and traits, they will create and implement an innovative communications and marketing strategy for BCDH supported by an appropriate team structure and resource, which secures our long-term capability and enhances our present-day impact on animal welfare.

Principal tasks

- To provide inspirational leadership to members of the Communications team. Showcasing inspiring behaviours that develop, coach and motivate team members to deliver great quality, high-impact marketing, communications and brand work.
- To collaboratively develop and lead the implementation of a successful communications and marketing strategy including identification of key

audiences, messages and communications channels which engages and attracts supporters and promotes the work of Bath Cats and Dogs Home, including income generation, education and outreach services and rehoming of cats and dogs.

- Review and implement a communications and marketing team structure that aligns with and ensures success of BCDH's strategy and the related communications and marketing strategy.
- Continue with effective use of digital channels through support of the team with planning effective campaigns for channels not yet utilised and stay current of emerging trends and platforms.
- Ensure that BCDH has a well-known local presence through a strategy that engages with local media channels, including radio, tv and print.
- Monitor and measure the effectiveness of different communication channels and methodologies to drive a culture of continuous improvement using data and insights.
- React and respond quickly to major communication issues carrying reputational risk to ensure staff are engaged and supplied with required communication resource and support.
- To ensure the BCDH brand is used consistently, is viewed positively and engages our audiences, with strong brand alignment from our volunteers and team members.
- Encourage effective working relationships between all teams, colleagues, volunteers and Trustees, to support communications and marketing work.
- Working with the Head of People and the CEO lead charity-wide internal communication campaigns which align our team with our values and strategy.
- Lead and continually develop an internal communication programme at BCDH that will connect the team and foster collaboration and innovation across the charity.
- To provide annual budgets and plans with regular financial and performance reports as requested by the CEO.
- Be an active member of the Senior Leadership team, collaborating effectively with other senior leaders to achieve the greatest impact for the charity and providing inspirational leadership to all BCDH team members.

1. Knowledge, skill and experience

Professional/Technical Qualifications/Skills:

- Excellent IT skills (Microsoft Office).

Competence/ Experience:

Experience – essential

- Experience of developing and implementing a multi-channel communications and marketing strategy, including the setting of strategic objectives and targets.
- Experience at a senior level in a marketing/communications role.
- Experience of leading, recruiting and inspiring teams to reach objectives.
- Excellent communication skills with ability to develop strong relationships across the organisation and with key stakeholders.
- Strategically focused with experience of developing long term plans based on knowledge, insights and analysis.
- Effective decision-making to enhance and protect the organisation’s brand and reputation.

Desirable

- Experience of leading a communications/marketing team within the charity sector.

2. Organisation

Bath Cats and Dogs Home is operated by RSPCA Bath & District Branch.

3. Job Context

Work is carried out within general guidelines in accordance with the RSPCA Licensing Scheme and other relevant Branch policies and procedures. Field officer audit reports provide additional general guidance.

4. Additional information

- The work requires some out of core hours working, including evening and weekend commitments.