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**JOB DESCRIPTION**

**JOB TITLE:** **Head of Brand and PR**

**RESPONSIBLE TO:** Director of Communications and Engagement

**RESPONSIBLE FOR:**  Creative Content Lead
Information Officer

**LOCATION**: Flexible, hybrid or Bristol Office

**HOURS:** Full-time with consideration for flexible working

**Job Purpose**

The Head of Brand and PR will play a key role in elevating and growing Together for Short Lives’ brand awareness through campaigns, growing fundraising and securing high profile media coverage to tell our brand story. They will lead the team in the development, implementation and strategic communications plans that advance our brand identity.

The job holder will play an active part in the creation of marketing strategies in conjunction with the marketing team in order to enable the cultivation and enhancement of strong and meaningful relationships with our target audience, external partners and key media outlets.

The role will lead brand strategy and the charity’s awareness raising strategy, providing expert support and leadership to make sure everything we do is a great reflection of our brand. The post will be responsible for leading brand development and reviewing and managing Together for Short Lives credibility brand and fundraising brand ambitions, brand assets, messaging and toolkits.

**Leadership and Brand / PR Strategy**

* To provide leadership and direction for Together for Short Lives Brand and PR strategy and implementation plans.
* Line-manage and develop the Creative Stories Officer and Information Officer, ensuring high levels of communication and collaboration across the organisation
* Oversee and manage the work to develop the organisation’s brand, media strategy and campaigns budget.
* Lead the annual operational plan and key performance indicators (KPIs) for Brand and PR; provide quarterly reports on the extent to which these have been implemented or met.
* Act as spokesperson and an ambassador for Together for Short Lives with key stakeholders internally and externally.

**Brand management and development**

* Working closely with the Director of Communications and Engagement, lead brand strategy and development and review for Together for Short Lives’ credibility brand and fundraising brand ambitions.
* Review and develop our brand, tone of voice and brand assets, including the development of our key messages to ensure it is fit for purpose and that the charity is consistent in what and how it communicates with all audiences
* Provide brand guidance and consultancy to all teams, ensuring consistency of brand messaging and assets across all channels including, web and social media, e-marketing, PR, campaigns etc.
* Measure and evaluate our brand health, making recommendations about how we develop and grow our brand
* Lead on procuring creative communications, marketing and campaigns agency support to transform Together for Short Lives brand, awareness and fundraising.

**Storytelling and Impact**

* Coach and support the Creative Content Lead and Information Officer to grow and manage case studies, stories, assets, films and images to communicate key messages, raise awareness and fundraise, utilising compelling creative stories to make an impact
* Work with the Fundraising Team on developing a compelling case for support and stories to maximise income generation
* Lead the development of Together for Short Lives’ impact report in partnership with other members of the Communications and Engagement team and the Impact Reporting Project Group.

**Media strategy**

* Working with the Director of Communications and Engagement, the Head of Brand and PR will take a proactive approach to developing and delivering the charity’s media strategy
* Lead on developing concepts and content for securing paid for media and advertising.
* Write press releases, articles and statements and be a key contact for media enquiries including sharing out of hours media activity/requests. Identify opportunities for media stories, pitching to the media, growing relationships with journalists and influencers
* Oversee monitoring and evaluating media coverage.
* In partnership with the Director of Communications and Engagement develop strategies and systems to manage risk and crises, including reviewing and updating the Crisis Communications Policy. Identify issues that could potentially damage the organisation’s reputation and help manage crisis communications.

**Awareness raising**

* Lead, scope and cost a three-year awareness raising strategy to grow brand reputation of Together for Short Lives as the UK charity offering lifeline support to seriously ill children and families – to build brand awareness and support fundraising
* Lead, deliver and evaluate the charity’s annual Children’s Hospice Week campaign
* Carry out stakeholder mapping research to understand difference audiences and develop targeted and segmented marketing and campaigns to promote, engage and build strong relationships with supporters, partners, members and other stakeholders
* Develop creative ideas, products and marketing stunts for fundraising appeals and activations and awareness campaigns and oversee the development of content plans across all communications channels.
* Ensure campaigns are planned, measured and evaluated effectively, with clear and outcomes, messages and timescales
* Relationship building internally and externally with the charity’s stakeholders including children’s hospices, corporate partners, funders and policy makers
* Engage and support patrons, ambassadors and influencers in Together for Short Lives’ campaigns and projects and help grow a network of celebrity supporters.

**General responsibilities**

* Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required
* Travel to meetings across the UK and visit children’s hospices across the UK
* On occasion, you will need to work outside of normal working hours due to travel requirements, to respond to media queries, resource social media platforms or to attend meetings and / or events
* Adopt a positive approach to personal and professional development, engaging in regular one to one meetings, and performance reviews
* To be aware of, and act on, relevant health and safety responsibilities as an employee of Together for Short Lives, and adhere to these wherever you are working
* To work effectively with volunteers, giving support and guidance as required.
* To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your Director
* To work in a way that reflects and supports Together for Short Lives’ Values

**PERSON SPECIFICATION – HEAD OF BRAND & PR**

The postholder must be a creative thinker and brand expert, who is passionate about raising brand awareness and thrives on exploring innovative and new approaches to solve complex problems. Further details below:

| **QUALITIES** | **ESSENTIAL** | **DESIRABLE** |
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| **QUALIFICATIONS** | A demonstrable commitment to continuous professional development. | A relevant marketing professional qualification, e.g. CIMJournalism qualification |
| **EXPERIENCE**  | Substantial experience of brand strategy, including leading brand development and implementation.Solid experience of working within a creative team or agency. Proven leadership experience with accountability to Directors / CEO’s.Experience of stakeholder mapping and developing audience focused campaigns across appropriate channels and media.Proven track record in securing national media coverage and developing relationships with journalists.Experience of securing paid for media opportunities and advertising.Experience of working in cause related marketing.Significant and demonstrable experience of developing and delivering campaigns and communications strategy.Experience in brand development, including developing brand assets and guidelines.Significant experience of developing national PR and awareness raising campaigns. Experience of working across digital channels, including website and social media.Experience of writing, editing and publishing persuasive marketing materials and resources, including evidence of ‘storytelling’ content.Experience of line-managing, mentoring and motivating staff to develop their skills and perform well for the charity.Experience of working on complex projects in partnership with external companies.Experience of managing budgets | Experience gained in the voluntary sector.Experience of working in a creative/brand/advertising agencyExperience of working in a membership or similar organisation. Track record of developing relationships with Patrons and Influencers. Experience of working on integrated campaignsExperience of developing a case for support. |
| **KNOWLEDGE AND UNDERSTANDING** | Up to date knowledge and understanding of current communications, marketing and digital trends.Understanding of the digital environment and the range of tools and approaches including web analytics, SEO, Google AdWords, and user experience.Knowledge of, or willingness to acquire, a working knowledge of the children’s palliative care sector in the UK  | Up to date knowledge of key contacts in journalism / media to support our PR campaigns |
| **SKILLS AND ABILITIES** | Persuasive approach and ability to pitch stories to the media in a compelling and authentic way.Excellent IT skills including Microsoft Office, CRM databases, content management systems, social media tools, media monitoring and email marketing.Strong and proven presentational skills and ability to promote the charity to a wide range of individuals and external audiencesStrong verbal and written communication skills.Skilled at building effective, sustainable relationships with key stakeholders.Ability to assimilate complex information and communicate it in a way that is easy to understandAbility to work constructively in partnership with other groups and organisations.Strong design skills using tools such as Canva and InDesign. Ability to draft strategies and operational plans |  |
| **PERSONAL QUALITIES** | Confident and self-assured with creative flair and innovative approach to work.Creative, inspirational storyteller and flexible thinker.Determined, tenacious and curious.Resilient, positive, and adaptable to change.Enthusiastic and motivated.A team player, keen to collaborate and solve problems.Motivated by achieving targets, managing multiple tasks, and working to deadlines.Empathy with the children’s palliative care sector.Committed to the vision, mission and values of the charity. |  |
| **Other requirements** | Willingness to work outside normal office hours to cover social media, media on-call and events.Willingness to travel regularly outside of Bristol. |  |