Job Description

Job title:	Marketing and Brand Lead
Department:	Policy and External Affairs
Reporting to:	Marketing and Brand Manager
Salary:	£43,697 per year
Hours:	35 per week
Location:	Based in London
Contract type:	Fixed term to 31st January 2024

Aims and influence

- To plan, deliver and evaluate marketing communications and brand activity for external audiences - public audiences, supporters and corporate partners.
- Create branded communications and assets, which drives engagement and action amongst Crisis' key audiences in support of ending homelessness.
- Act as the lead marketing contact for Crisis' Fundraising and Policy & Campaigns teams, supporting them to plan and deliver exceptional communications, In line with the overarching marketing and communications strategy.
- Act as the lead within the Marketing and Brand team on brand development and training projects.

Financial and supervisory responsibility

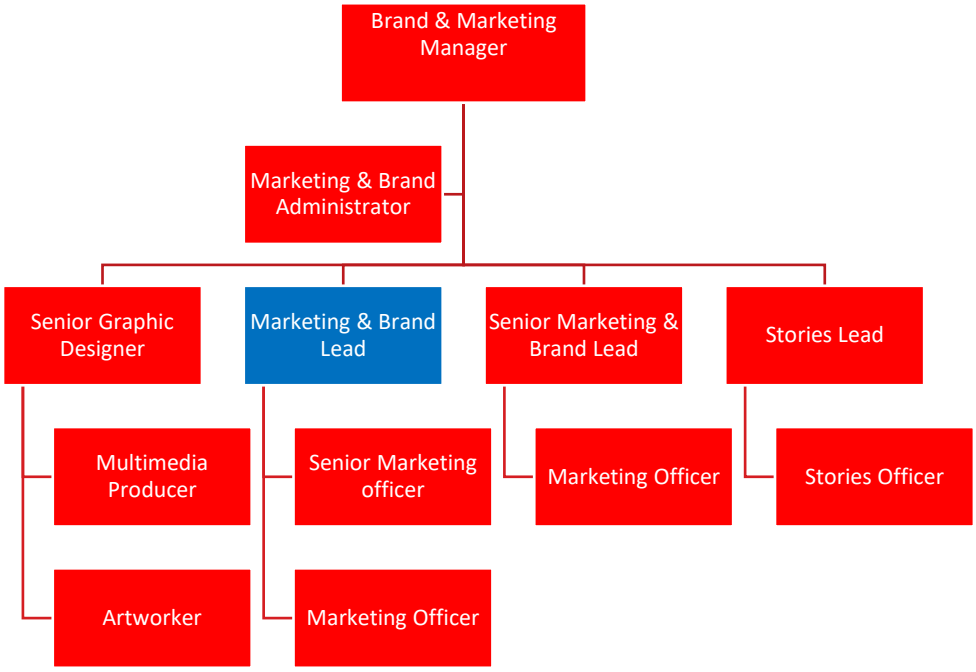
- Management of one Marketing Officer and other contracted staff to deliver communications and content tailored for Crisis' external supporters

Other key details

- Some evening and weekend work, including over the Christmas holiday period, will be required (time off in lieu will be given in accordance with Crisis' TOIL policy)
- Occasional working away from London and spending nights away from home will be required. Time off in lieu will be given in accordance with Crisis' TOIL policy

Together
we will end
homelessness

Organisational chart



Please note structure is subject to change

Job responsibilities

As the Marketing and Brand Lead, you'll work with teams across Crisis including Mass Fundraising, Policy and Campaigns, Services, Philanthropy and Partnerships, Regional and National fundraising, producing content, communications and providing strategic marketing advice and support, ensuring that all work is integrated within the overall marketing plan.

- Work with teams within Crisis to develop briefs and marketing plans to support organisational and team objectives, ensuring activity has clear objectives, is audience-focused and is in line with the marketing and communications strategy

- Work closely with the external agencies, Head of Brand & Digital Engagement, Fundraising teams and other Marketing colleagues to deliver our flagship Christmas campaign, creating an integrated and impactful campaign proposition, campaign assets and campaign shape.

- Work with Crisis' team creatives, freelancers, agencies and internal stakeholders to identify appropriate responses to marketing briefs, resolving creative differences with a mixture of vision and common sense. Ensure outputs are to schedule and budget. This includes copywriting, editing and proofreading.

- Produce engaging content that increases understanding of homelessness and the solutions to it

- Manage projects to develop, Iterate and embed the Crisis brand, Including Internal training and Induction programmes.
- Manage Crisis' brand tracking, ensuring insight is shared with wider Marketing and Communications team and stakeholder teams and learnings are applied
- Work closely with colleagues within the Marketing and Communications team to coordinate digital and media elements of marketing and communications plans, and with the other Marketing and Brand Lead to ensure tactics, materials and messages are consistent
- Use market research to inform and evaluate marketing plans, including commissioning market research as needed and contributing to evaluation reports
- Work closely with the Stories Lead to help bring the human experience of homelessness to life in content and communications
- Act as the co-creative director on video and photoshoots with agencies, team creatives and stakeholder teams, for casting, organising locations and props, conducting risk assessments, directing and managing budgets
- Attend Crisis and external events as needed to support creatives with the gathering of video content and photography
- Ensure activity Is compliant with data legislation and best practice, and Crisis' policies and processes in relation to consent
- Commitment to Crisis' purpose and values including equality and social inclusion
- Support Marketing and Brand Manager in maintaining the team and directorate vision including leading by example and setting a positive culture
- Deputise for the Marketing and Brand Manager when required

Team management

- Line management, support and development of a Marketing Officer, including setting personal objectives, holding regular one to ones, mentoring and coaching and probation and annual appraisal reviews

General responsibilities

- Actively encourage and support member involvement within Crisis communications
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis' policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential experience and knowledge

1. Substantial experience of planning and delivering marketing campaigns and activities
2. Strong track record of producing print, digital, event marketing materials and film
3. Solid understanding of branding principles and experience of applying and developing brand guidelines, and supporting others to do so
4. Excellent copywriting, editing and proofreading skills
5. Good strategic communications judgement and an audience-focused approach, with the ability to shape briefs based on objectives and audience insight
6. Ability to work collaboratively with a wide range of people and, including people who may be in vulnerable situations. Ensure contributors are put at ease and treated with dignity and respect at all times
7. Management or mentoring experience

Essential competencies/soft skills

8. Excellent negotiation and problem-solving skills
9. Exceptional organisational and project management skills, with the ability to juggle a wide variety of projects, with timelines from the immediate to the long term
10. Excellent relationship building, communication, listening and interpersonal skills at all levels, with a collaborative approach and willingness to embrace feedback
11. An impeccable eye for detail to ensure that all content and communications is produced and delivered to the highest standards

Desirable

12. Experience of marketing and communications within the charity and or not for profit sector
13. JIRA boards and agile project management

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the Crisis Values that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.