

Job Description



Job title:	Head of Audience Strategy
Department:	Brand, Marketing and Fundraising
Reporting to:	Executive Director of Brand, Marketing and Fundraising
Salary:	£72,989 per annum
Hours:	Full-Time
Location:	London
Contract type:	Permanent

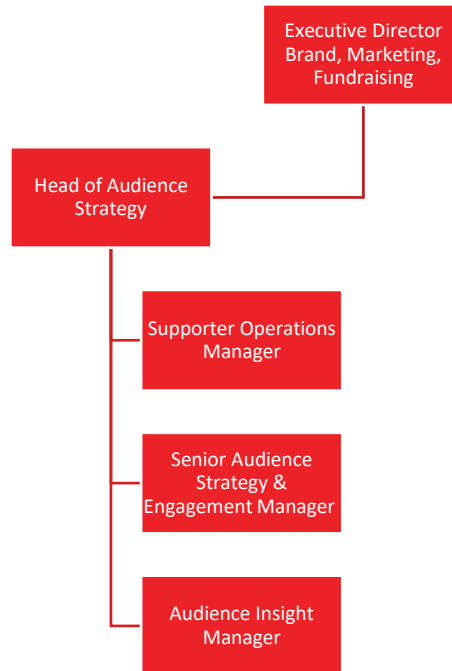
Aim and influence

- Lead the development of an organisational audience strategy that will provide a platform for external audiences to engage with the organisation and its mission.
- Lead the organisation's approach to audience insight, ensuring high-quality, actionable insight informs decision-making.
- Lead the organisation's approach to audience segmentation.
- Working with relevant Heads of department, lead new proposition development to support income and audience objectives.
- Lead strategic communications planning, ensuring the organisation is meeting the needs of its audiences.
- Lead the adoption of an audience and supporter-focused culture across the organisation.





Organisational chart



Job responsibilities

- Lead the development, implementation and evolution of an organisation-wide segmentation model that supports the delivery of all audience and income-generating objectives
- Lead proposition development and support product development, working closely with colleagues across the organisation (in particular marketing, fundraising and commerce & enterprise) and ensuring co-production with those with lived experience of homelessness.
- Lead the organisation’s approach to audience insight, working closely with audience-facing teams to understand needs, external agencies and internal colleagues with responsibility for data
- Develop and manage the process for strategic organisational communications planning and own the strategic communications grid for the organisation
- Ensure supporter and audience journeys are embedded in organisational planning and thinking
- Support the further development and evolution of a supporter engagement strategy





Financial and supervisory responsibility

- This is a new role, so budgets and financial supervisory responsibilities are to be defined. Still, the postholder should expect to manage staff (some of whom have income generation responsibilities) and agency budgets.

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PCs and headsets
- Competent in the use of Microsoft applications i.e., MS Outlook, MS Teams, MS Word and MS PowerPoint, along with the use of online applications, for example, Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

1. Experience in developing and implementing audience strategies in organisations of a similar scale and complexity to Crisis
2. Experience in leading organisational audience segmentation, including commissioning external agencies
3. Experience in leading proposition and product development to support significant income generation and audience engagement goals



4. Experience in leading organisational approaches to strategic communications planning
5. Experience in leading or supporting brand strategies that activate audience engagement
6. Experience of co-production with audiences
7. Experience in leading organisational change, including leading and supporting change in areas outside of direct line management responsibility
8. Strong leadership skills with experience of operating at Head of/Director level
9. Proven experience in leading marketing and/or audience teams, supporting individuals to achieve financial targets and developing their skills and knowledge
10. Excellent written and verbal communication skills
11. Analytical skills and confidence in handling numerical data
12. A strong commitment to Crisis's purpose and values, including equality and social inclusion