



## Head of Marketing Strategy

**24 hours (3 days) per week – home working, but with the expectation of supporting our businesses across the South East of England – £40k to £50k per annum pro rata depending on experience.**

An exciting opportunity has arisen for a motivated, enthusiastic individual to join a fast-paced and growing organisation.

The successful candidate will be responsible for developing and implementing a marketing, communications and fundraising strategy across all areas of Diagrama's work, overseeing all supporting work to deliver this, in order to support the aims and objectives of the Foundation.

# About the role

## Key responsibilities of the role

- Develop and implement marketing strategies and plans for all revenue streams, engaging with senior leadership across Diagrama to ensure Diagrama's strategic and operational goals are delivered.
- Lead the Marketing, Communications and Fundraising Team and external freelance support to effectively deliver the marketing, communications and fundraising strategy within allocated budget.
- Manage all external communications for the Foundation and its services, ensuring the creation and production of marketing materials, literature, PR, websites and all social media channels, to support Diagrama's goals
- Manage all internal Foundation communications, liaising with senior leadership, to ensure effective and timely communication with key stakeholders on all relevant matters that promote Diagrama's goals
- Seek out, explore and develop opportunities and key relationships to raise awareness and further the Foundation's work in both off and online channels.
- Act as first port of call for media enquiries, drafting responses in conjunction with senior leadership and PR counsel in order to uphold the brand and reputation of the Foundation.
- Research and develop marketing strategies for new Diagrama projects and developments to achieve business goals.
- Support the Foundation's fundraising activities through web and social media content, marketing and events as required to generate income and support Diagrama's goals.
- Evaluate effectiveness of the marketing, communications and fundraising strategy and plans, monitoring and report on progress and impact, in order to continuously improve our approach to marketing and communications.
- Represent the Foundation with integrity; reflect and comply with the Foundation's mission, fundraising objectives, ethos, philosophy and values.

- Support the overall Diagrama Health Safety and Environment policies to ensure that a safe environment is maintained.

## Key Competencies

- Delivering Excellence
- Drive
- Written and verbal communication
- Customer focused



# Skills & knowledge

## Essential

- Excellent knowledge of strategic marketing and communications.
- Ability to demonstrate competency in developing and implementing marketing strategies.
- Relevant previous experience of traditional/digital marketing and communications.
- Strong inter-personal and organisational skills.

- Problem solving and decision making skills.
- Good knowledge of MS Office, social media scheduling and content creation tools.

## Desirable

- Degree, CIM or similar qualification in relevant discipline
- Experience of fostering, adoption and care services
- Experience of internal communications

# Your benefits

We offer a competitive salary and benefits package which includes 6.8 weeks annual leave including Bank Holidays (pro rata), healthcare, auto enrolment pension scheme and graduated sick pay scheme.

# Why work for Diagrama?

Diagrama is a charity which has supported vulnerable children, young people, adults and families around the world for more almost 30 years. Our aim is simple - we want a better, more equal society, one that cares for those less fortunate and ensures no-one is excluded. Dedication, innovation and education lie at the core of all our work, with the needs of the individual at the heart of everything we do.

Every member of our team plays a vital role in our journey and is encouraged to help shape it along the way. And we're never afraid to try something new - that's how we learn and get closer to achieving our aims.





## How to apply

Please visit our website [www.diagramafoundation.org.uk](http://www.diagramafoundation.org.uk) for more information about our organisation.

If you would like to apply for this position please submit your CV and covering letter, detailing your knowledge, skills and personal attributes in support of your application and why you want to work in this role to HR, (email [HR@diagrama.org](mailto:HR@diagrama.org)). Closing date for applications is **5th June 2023**. Interviews are scheduled for week commencing 12 June. If you would like to discuss the role, please contact Martin Newton on 07955 311439 or by email, [martin.newton@diagrama.org](mailto:martin.newton@diagrama.org).

*We are committed to safeguarding and promoting the welfare of children and young people and expect all employees to share this commitment and undertake appropriate checks. Successful applicants will be required to undertake relevant DBS checks, the cost of which will be funded by the company.*

Diagrama is an equal opportunities employer and we actively encourage all our employees to be fully vaccinated.

**Job Types: Part-time**

**Salary: £40k to £50k per annum (pro rata) depending on experience**