



A NEW DIRECTION

Director of Marketing & Communications (Parental Leave Cover)

Recruitment Pack

Are you a leader with expertise in marketing and communications?

We are looking for a strategic, creative thinker with experience of leading teams to communicate impact to join our team as our Director of Marketing and Communications.

If you are interested and would like any of the application documents in a different format, would like any support with the process or have any questions, please email WorkNest who are supporting with this recruitment at clientrecruitment@worknest.com

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About Us


A New Direction is an award-winning non-profit organisation generating opportunities for children and young people to develop their creativity.


We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and providing real and transformative opportunities - from childhood through school years and into employment.


Find out more about [what we do and our impact](#).


Our Values


Equity


Connectivity


Trust and Respect


Creative culture


Kindness

We're a small, tight-knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

Our Vision, Mission & Values

Our **vision** is for a world where all children and young people achieve their creative potential.

Our **mission** is to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

Our **values** are the DNA of our organisation. They run through everything we do – determining our activity, guiding the way we work and behave, and influencing decision-making at every level.

Find out more about [our values](#).

About the Role

This parental leave cover role is part of our Executive team and will lead on our marketing and communications contributing to business development and ensuring the sustainability of our work so we can continue delivering for children and young people in London.

As Director of Marketing and Communications you will:

- Shape and guide effective strategic communications and marketing initiatives that elevate brand recognition, effectively share our story and engage key stakeholders.
- Actively contribute to strategic planning, governance, and organisational management to create an inclusive working culture.
- Collaborate with a team of passionate colleagues who share a vision for a world where all children and young people achieve their creative potential and provide empathetic line management for members of the Marketing and Communications team
- Contribute to the Fundraising and Development Strategy, cultivating diverse funding sources and fostering strong relationships with funders for long-term sustainability.

Please read job description below for full details about the purpose, expected impact and core responsibilities of this role.

Who we are looking for?

- A **strategic and inclusive leader** who can inspire others, lead strategic initiatives, and has empathetic people management skills.
- An **effective communicator** who can craft compelling narratives and cultivate strong relationships with a wide range of stakeholders.
- **Impact and values-driven and** has a record of achieving impact through data-driven strategic leadership and a connection with our values.
- **Experienced, versatile and adaptable**, with the ability to navigate the unique challenges of the role with flexibility, kindness, and confidence.

Please read the person specification below for full details about the skills, experience and approach we are looking for.

We welcome applications from people who have transferable skills and/or do not meet every skill requirement.

What we can offer you

We can offer you a flexible and supportive working environment, a friendly team, and a unique opportunity to shape a new role and make a difference.

Contract: Fixed term (10 months with the possibility of this extending to 12 months)

Hours: Part-time 0.4 (28 hours per week)

Salary: £56,608 FTE (pro rata for 4 days per week £45,287)

Employee benefits include:

- 25 days annual leave per year with an extra day for each year of service up to 30 days (plus bank holidays).
- Training to support you in your job role and study leave up to 5 days per year.
- Up to 3 days paid time off for volunteering per year.
- Membership to our employer-funded health cash plan.
- Access to our free and confidential Employee Assistant Programme, including free short-term counselling.

Find out more about our [employee benefits](#).

How to apply

Full details of how to apply can be found on the WorkNest Vacancy Page [here](#).

The deadline for applications is 00:00 by Friday 12th June

Interviews are due to take place w/c 29th June.

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email clientrecruitment@worknest.com

Job Description

Job Title:	Director of Marketing & Communications
Hours:	Part-time, 0.4 (28 hours per week.)
Contract:	Fixed term (10 months)
Salary:	£56,608 FTE (pro rata for 4 days per week £45,287)
Reports to:	CEO

Purpose:

To lead and steer strategic marketing, communications and support implementing a robust evaluation strategy to communicate A New Direction's impact, build strong partnerships and drive revenue growth.

To actively contribute to business development, overall strategic planning, organisational management and governance so A New Direction can continue to deliver for children and young people in London.

Expected Outcomes & Impact:

- Effective strategic communications and marketing initiatives that enhance brand recognition, engage key stakeholders, and communicate A New Direction's impact.
- Active participation in strategic planning, governance and organisational management ensures a welcoming and inclusive working culture for the staff team and contributes to A New Direction's continued success in delivering high-quality services and opportunities for children and young people, promoting positive outcomes and lasting impact.
- Contribute to the Fundraising and Development Strategy resulting in a diversified and strengthened funding portfolio and strong relationships with funders, ensuring the sustainability of A New Direction's ability to work towards its vision and mission.

Core Responsibilities:

Strategic Communications and Marketing:

- Lead and oversee A New Direction's Marketing and Communications Strategy, guiding accessible marketing and communications initiatives aligned with our values that effectively communicate A New Direction's impact, vision and mission, maximise brand visibility and engage diverse audiences.
- Manage media relationships and PR opportunities, ensuring positive press coverage and representation in relevant networks.
- Collaborate with colleagues to effectively communicate programme impact and outcomes alongside the collective impact of our work.
- Ensure data-driven insights are used to measure campaign performance and adjust strategies as necessary.

Brand management

- Work closely with our brand agency to ensure (ongoing) brand activation work is carried out effectively.
- Communicate updates to the wider team, including the Board
- Support our brand awareness as we venture into new projects e.g. online donations, potential office move, and corporate sponsorship strategy.

Digital Platforms management

- Maintain regular contact with our web agencies to ensure all our five (soon to be 6) websites are being managed as best as possible.
- Ensure content is up to date by working closely with the wider team.
- Support wider team with both websites and intranet related issues and content uploads.
- Where required, consider the implications of Gen AI on our content, and work closely with web agency and other Directors to resolve issues and concerns.

Fundraising and Development:

- Work with the CEO and external freelancers to support the implementation of A New Direction's Fundraising and Development Strategy, in collaboration with fellow Directors.
- Manage the implementation of our (currently in development) online donations platform by working closely with the Finance Director and wider team.
- Support the organisation to develop and build on an Individual Giving strategy.
- Work with external freelancer on our Corporate Sponsorship Strategy.
- Contribute to the identification and cultivation of major donors, foundations, and corporate partners.
- Oversee the execution of successful grant applications, fundraising campaigns, and sponsorship packages.
- Ensure comprehensive funder/donor stewardship, including timely reporting, acknowledgement and engagement.

CRM system, Impact and Evaluation:

- Work closely with the Senior Impact and Insight Manager to jointly lead A New Direction's monitoring, evaluation, and impact assessment, ensuring that data collection and analysis align with our goals and are effectively communicated to internal and external stakeholders.
- Collaborate with the Senior Impact and Insight Manager to analyse and interpret data from various sources, creating insights for improved decision-making and strategy.
- Work with the Senior Impact and Insight Manager and CRM support agency to ensure cases are managed efficiently, arrange training, and liaise with team members if issues arise.

Data Protection and Relationship Management:

- Take a leading role in overseeing the implementation of data protection policies and practices, ensuring compliance with relevant regulations, and fostering a culture of data security within the organisation.
- Ensure that all marketing and communications, fundraising and evaluation-related data handling and information management adhere to data protection regulations and A New Direction's data protection policies, maintaining the privacy and security of sensitive information.

Leadership and Governance:

- Collaborate closely with the CEO, Directors, and Board of Trustees as an integral part of the senior leadership team, actively contributing to strategic planning.
- Build and maintain productive working relationships with the Board of Trustees and provide necessary information, reports, and updates to assist Trustees in fulfilling their governance responsibilities effectively.
- Act as the public face of A New Direction, representing its values and mission to external stakeholders, as required.
- Ensure consistent use of A New Direction's organisation-wide data, information and work/task management software, including Salesforce and Monday.com.
- Drive innovation and propose new ideas to enhance organisational efficiency and effectiveness.

People Management and Team Leadership:

- Provide effective and empathetic leadership and support to the Marketing and Communications team, and lead and manage the work of staff, freelancers, and consultants as required.
- Assign work, manage team capacity, prioritise tasks, and monitor workload to ensure efficient and effective programme delivery while promoting team wellbeing and providing necessary support.
- Provide empathetic, clear, and supportive line management to allocated team members, fostering a positive working environment and supporting their wellbeing and professional learning and development.
- Support the learning and development of team members through team-wide L&D, mentorship, guidance, and professional development opportunities, empowering the team to achieve their full potential and contribute effectively to A New Direction's success.
- Collaborate with Directors and relevant colleagues to ensure HR policies are up to date, communicated with the team, and consistently implemented.
- Provide leadership and guidance to the Marketing and Communications team and wider teams regarding communications, impact and fundraising.

Working Culture and Living Our Values:

- Everyone who works at A New Direction is expected to adhere to our policies and procedures, work in a way that is aligned with our values and contribute to creating an inclusive and welcoming working environment.
- Actively promote an environment that values diversity and ensures equal opportunities for all employees. Collaborate with relevant teams to advance EDI initiatives, such as setting goals and measures to improve diversity and foster inclusion across the organisation.
- Collaborate with the Executive Team and relevant colleagues to ensure the development and implementation of A New Direction's action plans relating to EDI and Living Our Values.

Undertake other duties which may reasonably be required.

Special conditions:

This role is open to hybrid working. Our general expectation is that team members spend 50% of their working hours each week rounded down to the nearest day, working from our office space.

It is likely that on occasions, this role will be required to work unsocial hours, including evenings and weekends. We operate a TOIL (time off in lieu) system.

Person Specification

We are looking for someone with the following skills and knowledge, experience and approach:

Skills & Knowledge

- Strong understanding of managing marketing, communications, and evaluation-related data in accordance with data protection regulations.
- Excellent working knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Comprehensive understanding of leveraging marketing strategies to enhance brand visibility, achieve business goals, and engage diverse audiences.
- Familiarity with organisational-wide data, information, and task management tools (e.g., Salesforce, Monday.com).
- Comprehensive understanding of charity fundraising and development, including funder/donor stewardship, prospecting, reporting, acknowledgement, and engagement.
- Excellent communication skills, both written and verbal, with the ability to communicate clearly with a wide range of audiences.
- Excellent networking skills and ability to build and develop long-lasting relationships with partners and potential partners.
- Ability to be flexible and adaptable to different working environments.
- Ability to manage your own and others' workload, prioritise tasks, and promote team wellbeing.
- An ability to forward plan and supervise the delivery of projects.
- Excellent administrative and organisational skills

Experience

- Proven track record in marketing in a senior role, with experience of delivering against organisational objectives and achieving agreed targets.
- Strong experience developing and implementing successful marketing and communications strategies.
- Experience of effectively communicating impact to a variety of stakeholders.
- Experience as a public face of the organisation, representing values and mission to external stakeholders.
- Experience of leading or contributing to organisational strategy and business planning.
- Experience collaborating with senior leadership, ideally a charity board of trustees, for strategic planning.
- Experience providing clear and supportive line management, fostering a positive working environment.

Approach

- Displays a strong empathy with the values and vision of A New Direction.
- Enjoys working as part of a team and works well collaboratively with others.
- Takes a flexible and adaptable approach to work.
- Works with, leads and manages others in an open and approachable manner.
- Displays active listening.
- Focused on outcomes and proactive in problem-solving.
- Committed to working in an environment which values and celebrates diversity.
- Understands and can demonstrate a commitment to the value of creativity.
- Willingness to learn more about their role as part of their CPD (Continuing Professional Development).

A New Direction is committed to equal opportunities and values diversity in its workforce.

A New Direction is committed to implementing safeguarding through safer recruitment. All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references, and be eligible to work in the UK.

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