

# Director of Marketing & Communications (Parental Leave cover)

## 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.

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 WorkNest who are supporting with this recruitment at [clientrecruitment@worknest.com](mailto:clientrecruitment@worknest.com)