

Job Description

Summary	
Job Title	Director of Marketing and Communications
Department	Marketing and Communications
Location	Head Office, Manchester, UK
Full-time / Part-time / Job Share	37.5 hours per week
Reporting To	Chief Executive Officer
Job Purpose	<p>Hope for Justice exists to end human trafficking and slavery, in our generation. We have four main programmes:</p> <ul style="list-style-type: none"> • To identify and rescue victims, • To advocate on their behalf, • To provide restorative care to rebuild lives, and, • To train frontline professionals to tackle slavery. <p>The Job Holder will be required to lead and give strategic direction to the Marketing and Communications Department and to take responsibility for marketing and communications (both external and internal) for the charity.</p>
Role Description	
<ul style="list-style-type: none"> • Advise the CEO on the development of, and implementation of, a Marketing and Communications Strategy for Hope for Justice; with a national focus for all three countries of operation and a global overview. The strategy will build brand awareness, communicate programmes and results, communicate organisational messaging to engage supporters and increase the influence of the charity. • Specifically, to manage social media presence and direct initiatives to improve social media engagement. To hold editorial responsibility for Hope for Justice social media. • Ensure that every aspect of communications and engagement with supporters upholds and where appropriate, promotes our Christian ethos. • Lead the Marketing and Communications Department, taking responsibility for the performance of, and direction of, the department and team, including managing workloads, prioritising and scheduling activities, and directing the allocation of work. • Lead on developing relations with the press and approve all press communications with a view to growing the charity's influence and supporter engagement. 	

- Lead project management, planning, budgeting, execution and evaluation of marketing for Hope for Justice events and activities.
- Maintain strong working relationships with key partners, especially including our key church partners, nationally and internationally.
- Develop and lead on an internal communications strategy.
- Undertake continual situation analysis of not-for-profit trends and donation platforms.
- Undertake other duties as may arise.

Person Specification

<p>Industry or Specialist Qualifications</p>	<p>Desirable:</p> <ul style="list-style-type: none"> • Bachelors or Master's Degree in Marketing / Communications or a related field • Professional Chartered Marketer (CIM)
<p>Knowledge and Expertise</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Minimum of 3 years relevant experience at a similar level, working in communications in the charity or commercial sector, preferably with a working knowledge of charity supporter bases. • Experience working across a broad range of media including digital, social and print. • Track record of producing effective press releases, articles and securing media coverage, as well as experience in handling sensitive media issues and identifying potential reputational issues. • In depth understanding of the contemporary Christian church and its workings both nationally and internationally. • Experience developing and delivering a Marketing and Communications Strategy. • Experience of proactively planning, balancing and handling competing priorities.

	<ul style="list-style-type: none"> • An understanding and appreciation of design. • An ability to translate strategy into tactical plans and lead on project implementation. • Proven copywriting skills and ability to write clearly for different audiences. • Creativity within limited budgets. • Ability to motivate and enthuse team members, volunteers and supporters. • High standard of computer literacy and experience of using Microsoft Office.
General Competencies	<ul style="list-style-type: none"> • Organised and methodical • Able to work in a team • Exceptional attention to detail • Works well with change • Values self-development • Able to prioritise own work • Decisive • Innovative and creative • Excels at negotiating and influencing • Excels at people/performance management • Excellent time management • Excellent problem solving • Proven ability to project manage • Supports and develops others well • Demonstrates relevant technical awareness • Genuine passion for the organisational aims of Hope for Justice
Review	
Date Completed	June 2015
Version Number	2.0
Approved By	CEO, non-exec COO