

| | |
|----------------------------------|---|
| Title: | Head of Marketing |
| Reporting to: | Chief Executive |
| Contract: | Permanent, full-time |
| Occupational Requirement: | Yes |
| Role Purpose: | To develop and lead a best-in-class marketing directorate with full responsibility for all aspects of CCT's strategic marketing development and operational delivery, driving growth in income and visitor numbers and ensuring a first-class guest experience. As a member of the Senior Leadership Team, the post-holder will act as a guardian of CCT's Christian ethos. |

Responsibilities:

1. to build, lead and motivate a high-performing marketing team
2. to develop and deliver strategy and operational implementation of CCT's marketing function; including branding, proposition, promotions and pricing
3. to develop and maintain relevant brand guidelines to create clear and effective brand use across all marketing and operational delivery
4. to introduce and maintain an effective and versatile customer relationship management system, enabling data storage and campaign management
5. to develop and maintain a dynamic and attractive web presence, including relevant content and accessible tactical promotions, with functionality to track and measure web performance
6. to develop a high-quality direct marketing and digital marketing function
7. to select and manage third-party creative agencies ensuring creative and promotional briefs result in high quality marketing objects and communications
8. to act as CCT's Data Controller and effectively manage data compliance
9. to review and develop CCT's tone and voice in all marketing communications
10. to publish regular, relevant and engaging social media content
11. to manage all CCT press releases and public relations activity
12. to act as media liaison officer for serious incidents

13. to manage all formal public events
14. to plan and deliver appropriate sales events, exhibitions and conferences
15. to develop a programme of alumni and supporter communications
16. to produce an annual Impact Report
17. to ensure rigorous ROI analysis and performance reporting of all marketing activity
18. to work closely with the finance function to ensure guest marginal profitability is understood and informs pricing and promotions
19. to produce marketing reporting and MI that is high quality, accurate, timely and relevant
20. to prepare and deliver an annual marketing budget and marketing plan
21. to act as a guardian of CCT's Christian ethos; able to clearly and sensitively articulate our mission, vision and values to an audience of all faiths and none
22. to liaise closely with the Head of Operations to ensure seamless communication and delivery of marketing activity with the operational sales team to ensure all aspects of marketing communications and operational experience are aligned
23. to work closely with the Head of HR to deliver timely, relevant and engaging staff communications; including the development of a staff online portal
24. to speak at public events in the conference or third-party sector, and at functions and events in the Christian sphere
25. to be an active member of the Senior Leadership Team
26. to attend and present at the Board's quarterly Marketing Committee and other Board events from time to time as required
27. to review and manage all marketing, communications and reputational risks on CCT's risk register
28. to deputise for the Chief Executive from time to time as required

Person Specification

This role has an occupational requirement under the Equality Act 2010 that the post holder is a Christian who can endorse CCT's trinitarian statement of faith.

Context of the Role:

As a member of the Senior Leadership Team, the Head of Marketing will collectively act as a guardian of CCT's Christian ethos, ensuring that all marketing activity directly or indirectly seeks to achieve CCT's charitable aims; as follows: "To promote the Christian religion, in particular by providing facilities at less than the commercial rate for conferences, retreats and meetings."

Nature of the Role:

In support of CCT's charitable objects, the Head of Marketing has specific responsibility to promote the Christian religion through the promotion of a compelling proposition that is attractive to the widest audience of Christian groups who CCT seeks to serve. This person needs to be able to clearly and sensitively articulate our Christian mission, vision and values to an audience of all faiths and none.

Qualifications

| Essential | Desirable |
|-------------------|-----------|
| A relevant degree | |

Experience and knowledge:

| Essential | Desirable |
|--|--|
| Demonstrable track record of setting and executing marketing strategy | |
| Experienced direct marketer | Experience of implementing CRM systems |
| Broad understanding of the diversity of Christian groups and an ability to apply this to inform marketing activities within a conferencing environment | Experience of working in hotel or conference sector |
| Financially literate and commercially savvy, with ability to extract every pound of value from your marketing budget | Experience and/or knowledge of marketing within the charity sector |
| Knowledgeable about GDPR requirements and previous experience of effectively managing data compliance within a medium sized organisation. | |
| Experience of working effectively as part of a senior leadership team | |
| Experience of effectively building and developing teams | |

Skills, personal attributes and behaviours:

| Essential | Desirable |
|---|-----------|
| Personable and approachable with the ability to quickly earn and build trust and respect and engage all stakeholders. | |
| Able and comfortable operating at executive level and at grass-roots | |
| Excellent communicator – both written and verbal | |

| | |
|---|--|
| Team player who thrives in a high performing environment | |
| Ability to inspire, motivate, coach, develop, and empower staff to achieve results within a changing environment | |
| Well-developed IT skills including practical experience of using facilities/maintenance management software and a sound working knowledge of Microsoft Office (Word, Excel, and Powerpoint) | |
| Creative approach and can-do attitude to problem solving | |
| Challenges the status quo appropriately | |
| Highly effective people manager | |
| Highly professional | |
| Extremely proficient organisation and prioritising skills-able to prioritise multiple priorities, lead and work effectively and calmly under pressure | |
| Tenacious and resilient | |

| | |
|----------------------------|--------------------------------|
| Employee signature: | Line Manager signature: |
| Employee name: | Employer name: |
| Date of signing: | Date of signing: |