

JOB DESCRIPTION

Department:	Fundraising and Marketing
Job Title	Head of Engagement
Accountable To:	Director of Fundraising and Marketing
Accountable For:	Six direct reports responsible for: Digital, Brand and Communications, Press and PR, Individual Giving, Sports and Challenges and Special Events.
Based At:	Leatherhead
Salary Band:	n/a
Job Purpose and Context	
<p>This role will lead on devising and implementing Rainbow Trust's engagement strategy to raise the profile of Rainbow Trust amongst key external audiences to engage, recruit and develop supporters to generate income to agreed targets.</p> <p>The post-holder will lead, manage and co-ordinate marketing, communication and associated fundraising activities to:</p> <ul style="list-style-type: none"> • Lead the team to create, manage and promote a portfolio of innovative ideas, campaigns, activities and events to engage and inspire, acquire and retain supporters • Raise awareness of Rainbow Trust, what we do and the impact we have • Help develop a digital culture and skills. <p>The Head of Engagement will deputise for the Director of Marketing and Fundraising as required and will demonstrate the defined Leadership Qualities to ensure the team meets their functional targets whilst adhering to the Rainbow Trust Values.</p>	
Leadership and Strategy	
<ul style="list-style-type: none"> • Work with the Director of Fundraising and Marketing to lead the development, implementation and evaluation of an effective engagement and acquisition strategy for on and offline activity • Lead audience insight and profiles for Rainbow Trust ensuring these inform the strategic planning process • Deliver on income targets in line with agreed budget • Liaise with committees and Trustees on a broad portfolio of events • Leadership of audience journey planning, implementation, evaluation and reporting • Provide the leadership for the department that inspires both staff and volunteers to excel and achieves buy-in for new initiatives • Take the lead in supporting the distinctive brand image for the charity, ensuring brand guidelines are updated, developed, disseminated, understood and adhered to • Work with the Director of Care to implement a strategy to ensure that Rainbow Trust becomes recognised experts in social palliative care 	

- Oversight of all digital channels, press and PR activity, celebrity liaison and brand and marketing activity
- Live and champion the Rainbow Trust values and defined leadership qualities
- Lead the strategic and operational planning process for engagement for the annual and three year timeframes in collaboration with the Director of Fundraising and Marketing and marketing and fundraising colleagues
- Lead annual budget process for areas of responsibility to feed into the overall Fundraising and Marketing budget
- Ensure planned activity is compliant with relevant charity law, other legislation, best practice and corporate policy
- Represent the charity at relevant networking events and opportunities and act as an ambassador for the organisation
- Take individual responsibility for own professional development and modelling professional excellence

Working with Customers and Service Delivery

- Develop and maintain effective relationships with key external contacts e.g. supporters, influential individuals, organisational decision makers, committees, media contacts, suppliers and the children's palliative care network
- Lead and champion the development of a culture of effective supporter/donor care across the department and ensure marketing opportunities are maximised across the organisation
- Work with colleagues to successfully implement and realise the full benefits of corporate partnerships
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests received direct from supporters/donors and colleagues
- Ensure that the department policies and procedures are underpinned by excellent marketing and communications techniques
- Model good supporter/donor care practice and behaviours

Developing, Maintaining Systems and Procedures

- Determine the operating systems the department needs to deliver services and processes to enable effective supporter, donor, and volunteer relationship management
- Develop the overall performance management framework and monitoring systems for the department in line with Rainbow Trust requirements
- Collate and present timely monthly management reports for each team
- Ensure systems and processes for managing data comply with the organisation's data protection obligations, charity law and other legal requirements and take responsibility for ensuring this is carried out across the organisation.

People Management and Development

- Recruit managers and other specialist professionals to provide the department with the technical and leadership skills and experience required to achieve objectives
- Using the performance management process, manage and develop direct reports and set individual and team objectives
- Develop and implement organisational-wide people development initiatives
- Oversee the professional development of the department as a whole
- Support individual personal development for direct reports

- Keep under review the staffing requirements of the department as a whole and recommend future requirements to the Director

Team Working and Collaboration

- Collaborate on the development and implementation of business process improvement and people development initiatives
- Champion the professional integrity of the organisation to both internal and external stakeholders
- Take personal responsibility for own continuous professional development, bringing the learning back into the workplace

Special Conditions

- Some out of office work may be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders
- Some UK travel may be required from time to time.